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1955 catalog



Yellow—Alex Mason, Pink—Mavoureen, White—Perfection, Oriental Red—Mrs. Pattie.

"HOW DO YOU DO" Collection—English Varieties

12 English Chrysanthemums like those shown in the colored picture above. Three of each kind. A color selection our customers rave about. You will too. **\$3⁵⁰**
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BLANCHARD GARDENS

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SAN DIMAS, CALIFORNIA

WE SHIP TO ALL POINTS IN UNITED STATES,
SOUTHERN CANADA AND HAWAII

TERMS OF SALE

Important—Read Carefully Before Ordering

Quotations: The prices quoted herein are payable in U.S. currency and are as low as can be made for strictly first class merchandise. **Three per cent sales tax** must be added to the cost of all orders for delivery **in the state of California.** This list cancels all previous quotations.

MINIMUM ORDER \$3.00. NO C.O.D.'S PLEASE.

Collections on pages 1, 17 and 32 are the only postpaid collections in our catalog.

FILLING ORDERS: Orders are filled in strict rotation, carefully labeled, lightly and securely packed and delivered to the carrier in good condition. In case our stock of numerous listed varieties is exhausted, we reserve the right to cancel the order. To avoid the need of such action, order early. Assist in prompt delivery by **NAMING A SECOND CHOICE WHEN SUBSTITUTION IS PERMISSABLE.**

TIME OF SHIPMENT: Plants are normally shipped through April, May and June. When available, plants are shipped earlier to Central South States.

Any replacement request must be made within ten days after plants are received. Please send postage for replacements. Refunds are made after July 1st.

No Guarantee: While we exercise utmost care to keep our stock true to name, we give no warranty, expressed or implied, and cannot guarantee or be in any way responsible for the crop, either as to variety or product. All orders are accepted on the above terms.

Claims for Damage: All claims for damage must be entered against the carrier by the buyer. Inasmuch as we have no control over the transportation agencies, we cannot be responsible for plants damaged in transit by respective extremes in temperature, rough handling or injury due to delayed delivery.

READ VERY CAREFULLY

SHIPMENTS: If plants are to be shipped by parcel post, please add cost of postage as per schedule below. All prices quoted are F.O.B. San Dimas, California. **To insure better delivery we suggest Air Parcel Post in Zones 6, 7, and 8.**

SPECIAL DELIVERY WILL EXPEDITE THEIR MOVEMENT. For this service 35 cents up to 2 pounds, 45 cents up to 10 pounds, and 60 cents above 10 pounds **must be added to the basic rate.**

AIR PARCEL POST RATES

ZONES

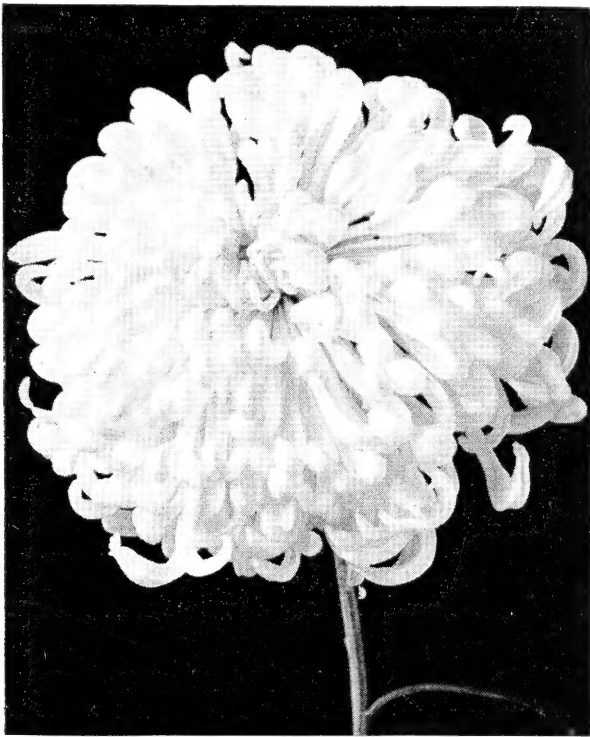
Number of Plants	Weight in Pounds	1-2-3	4	5	6	7	8
1-15	1	\$.60	\$.65	\$.70	\$.75	\$.75	\$.80
16-32	2	1.08	1.15	1.26	1.39	1.47	1.60
32-54	3	1.56	1.65	1.82	2.03	2.19	2.40
55-75	4	2.04	2.15	2.38	2.67	2.91	3.20
76-95	5	2.52	2.65	2.94	3.31	3.63	4.00

NEW PARCEL POST RATES

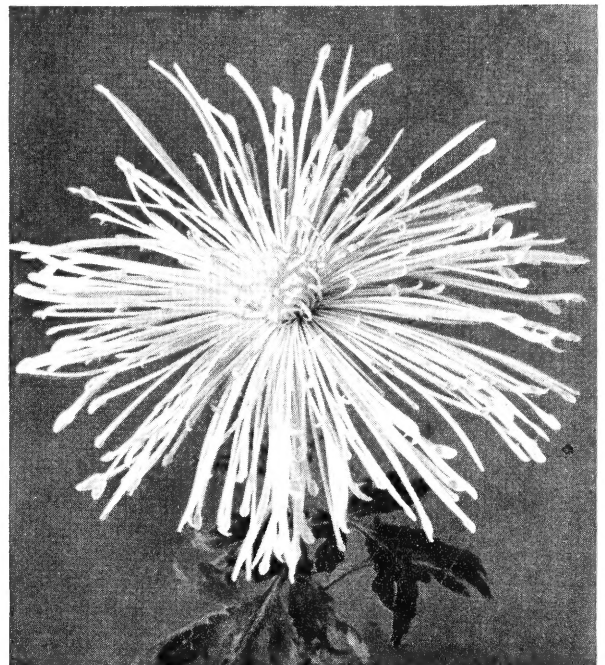
ZONES

Number of Plants	Weight in Pounds	1-2	3	4	5	6	7	8
1-12	1	\$.23	\$.23	\$.24	\$.26	\$.28	\$.30	\$.32
13-26	2	.27	.29	.31	.36	.40	.46	.51
27-40	3	.31	.34	.38	.45	.52	.61	.69
41-54	4	.35	.39	.45	.54	.64	.76	.87
55-75	5	.39	.44	.52	.63	.76	.91	1.05

Standard Feather and Spider Varieties



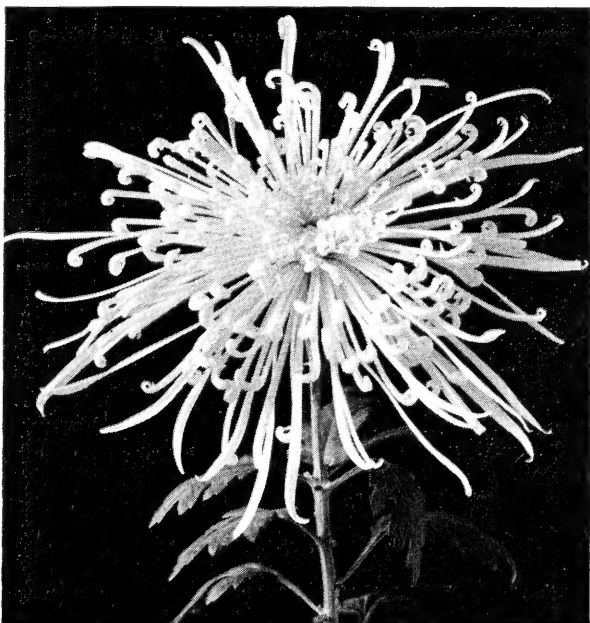
ALICE TASHIMA—Very full pure white. Well formed tubular petals terminate in spoon tips. Tall. Mat. Oct. 15. **35 cents each; 3 for \$1.00**



AMARANTH ROSE—(Our 1951 introduction). The name "Amaranth Rose" describes the color of this gorgeous fluorescent bloom. Long slender tubes terminate in very small open spoon tips. Eight inches in diameter when well disbudded. Tall. Mat. Oct. 20. **50 cents each; 3 for \$1.35**

ALBERT WITT—This lovely deep yellow sport of "Bess Witt" is a good clean grower. Long straight tubular petals. Med. hgt. Mat. Oct. 10. **35 cents each; 3 for \$1.00**

ANNE—A large pure white spider of most distinctive formation. The wide tubes are well arranged and radiate from a full center with a lovely sweeping effect. Med. hgt. Mat. Oct. 5. **35 cents each; 3 for \$1.00**



ANTOINETTE BUSH—White. Large long tubular petals with fishhook tips cascading from a very full center. Tall. Mat. Oct. 20. **35 cents each; 3 for \$1.00**



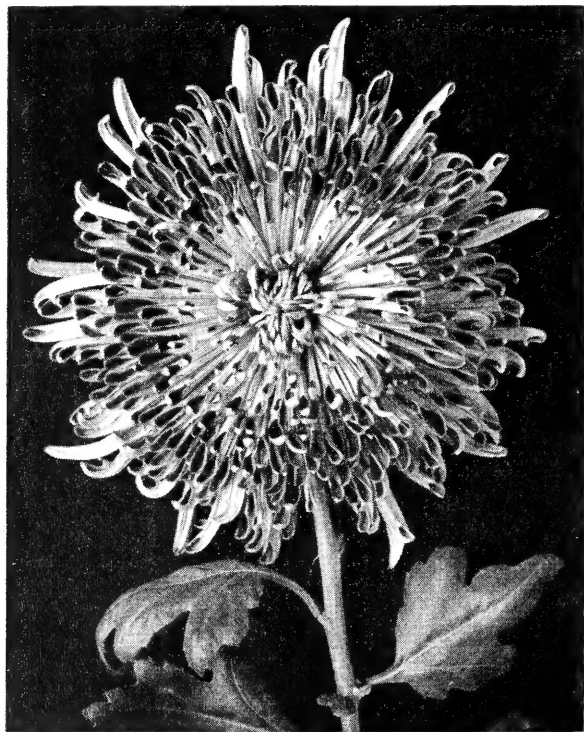
AUTUMN QUEEN—(This is one of our 1950 introductions). A large orchid pink flower most distinctive in type. Well arranged wide tubes radiating from a full center form a well shaped open bloom. Tall. Mat. Oct. 20. **50 cents each.**

BESS WITT—A pleasing combination of apricot bronze and salmon pink. Has long straight tubular petals. Med. hgt. Mat. Oct. 10. **35 cents each; 3 for \$1.00**

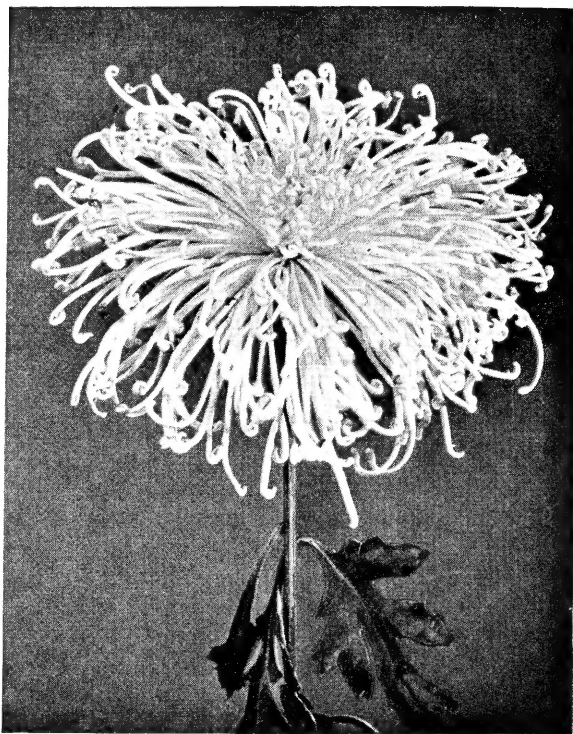


BUNBU—Large tube, deep pinkish lilac in color. Diameter 12 inches. Tall. Mat. Nov. 1.
35 cents each; 3 for \$1.00

BERTHA OLIVER—(Our 1934 introduction). A deep pink spider with large tubular petals. The inner surface of each widely opened fishhook tip is richly lined with amaranth red. Med. hgt. Mat. Oct. 25.
35 cents each; 3 for \$1.00

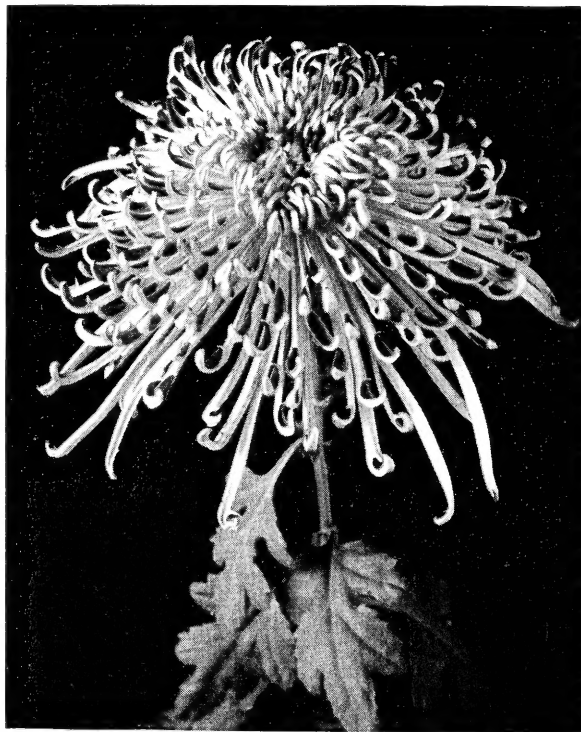


CATHAY—This large tube spider, with its soft delicate shades of Champagne with open tips of brilliant red, is very striking in appearance. Fine stiff stems with good foliage. Med. hgt. Mat. Oct. 25.
35 cents each; 3 for \$1.00

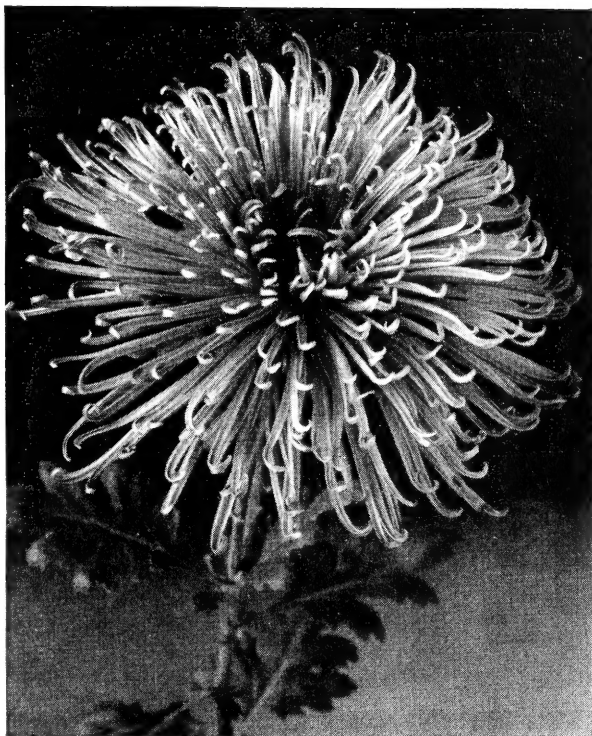


BUTTERFLY—A large, clear yellow flower with graceful medium tubes. These radiate from a full center and terminate in well defined fishhooked tips. Med. hgt. Mat. Oct. 25.
35 cents each; 3 for \$1.00

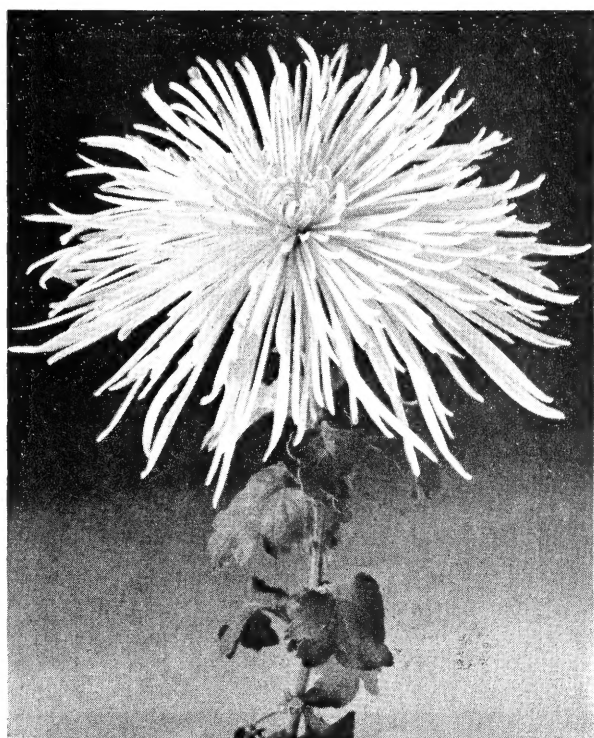
Our Prices Are Low For
High Quality Plants



CELESTIAL BEAUTY—The enchanting beauty of this quilled, petaled flower of silvery lavender is indeed unique. The spoon tips open to show a warm exquisite shade of crimson-purple, thus making this dome shaped bloom quite outstanding among all others of its class. Tall. Mat. Nov. 5.
50 cents each; 3 for \$1.35

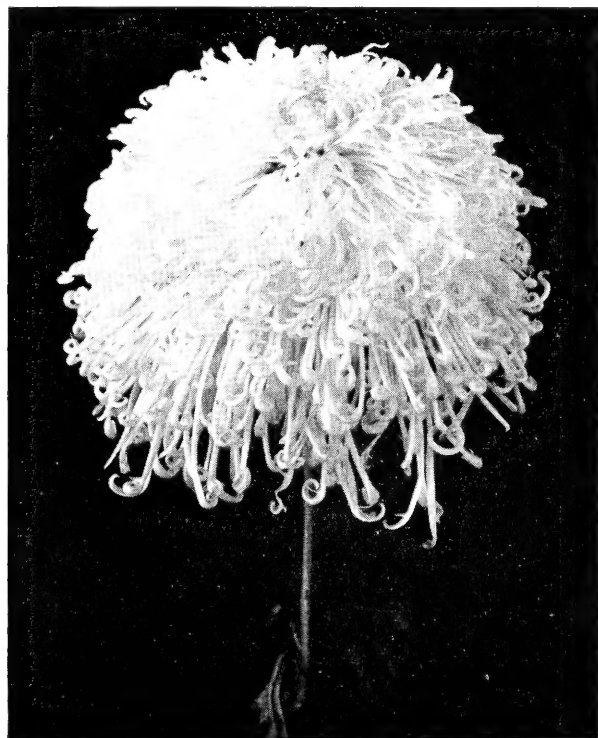


CHUNGKING—A deep Champagne with shadings of crushed raspberry. Has very slender tubes terminating in upturned hooked tips. Tall. Mat. Oct. 20. **35 cents each; 3 for \$1.00**



COPPER ROCKET—This fascinating flower is an exquisite buff, deepening in the center. The long tubular petals open into a spoon of lovely tan. There is a lilac sheen over all. Med. hgt. Mat. Nov. 5. **35 cents each; 3 for \$1.00**

CENTENNIAL—This fine tube spider, with its lovely soft golden bronze color, has well defined hooked tips, curling sharply upward. An excellent example of best spider type. Mat. Oct. 25. **50 cents each; 3 for \$1.35**

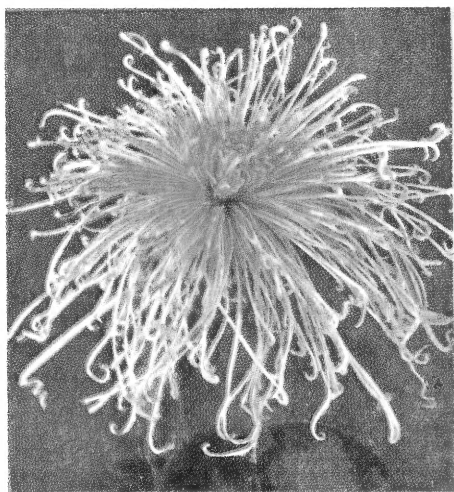


DAINTY WHITE—A dainty, pure white spider with slender, tubular petals. The tips are barbed and gracefully curled. Med. hgt. Mat. Oct. 25. **50 cents each; 3 for \$1.35**

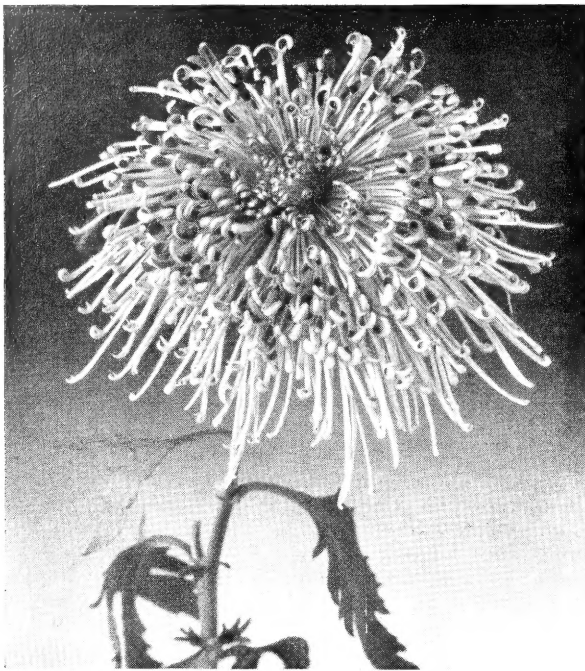
SPEAK UP FOR MUMS

When leaves begin to fall chrysanthemum flowers are in their glory. Plan your mum garden **NOW** and plant in April and May for autumn blooming. Easy to grow. **Order TODAY.**

FLOWER SHOW BLOOMS with BLANCHARD PLANTS



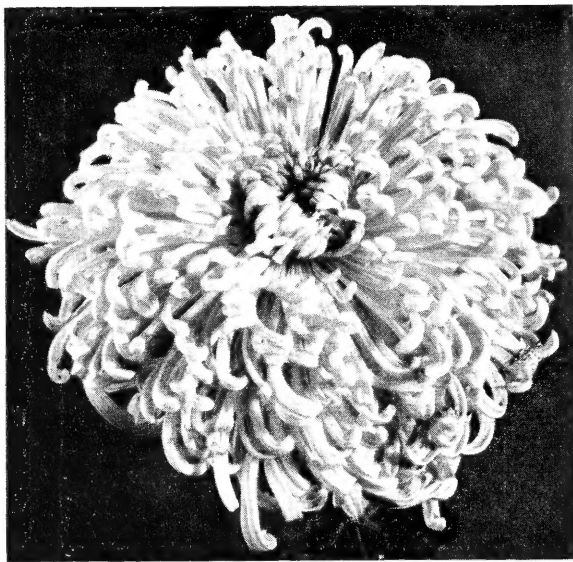
EMERALD ISLE — (Our 1949 introduction). When this flower opens the general effect is light green. Dainty thread-like tubes undergo rapid changes in color as it matures. A uranium green shading out to a creamy white creates a beautiful symphony in color. Med. hgt. Mat. Nov. 1. **\$1.00 each**



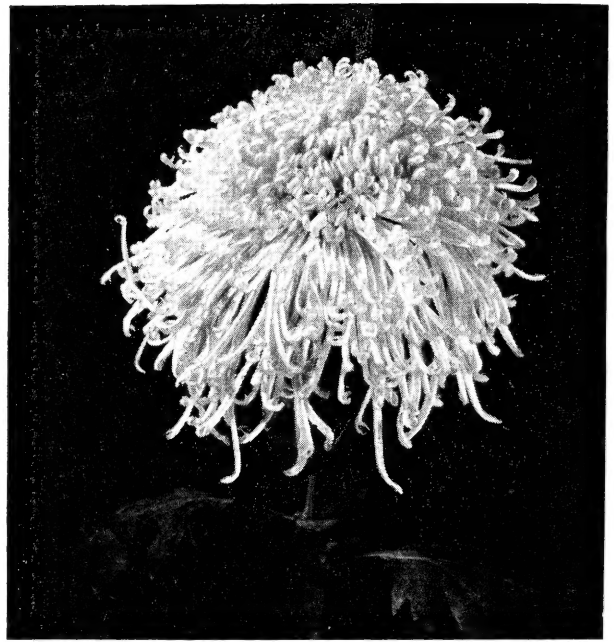
FRANCES KNIRSCH—(Our 1951 introduction). A medium size, fine tubed buff colored spider with very full petals extending slightly upward. The tips are the conventional fishhook type, the open ends of which are bright red in color. Med. hgt. Mat. Oct. 20. **50 cents each**

LADY BIRD—Medium orchid pink throughout. Probably this is the most slender threadlike spidery variety we have ever seen. Med. hgt. Mat. Oct. 5. **35c each; 3 for \$1.00**

MARIE TASHIMA—White. Large tube. Fishhook tips. Diameter 12 inches. Mat. Oct. 5. **35 cents each; 3 for \$1.00**



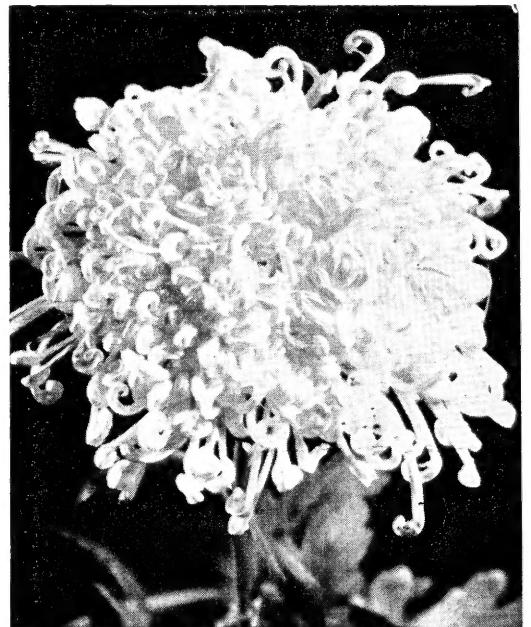
KATHERINE LOUISE—Delicate orchid. Large tubular petals terminate in open tips which hook slightly upward and show a darker shade of orchid within. Med. hgt. Mat. Nov. 15 on. **35 cents each; 3 for \$1.00**



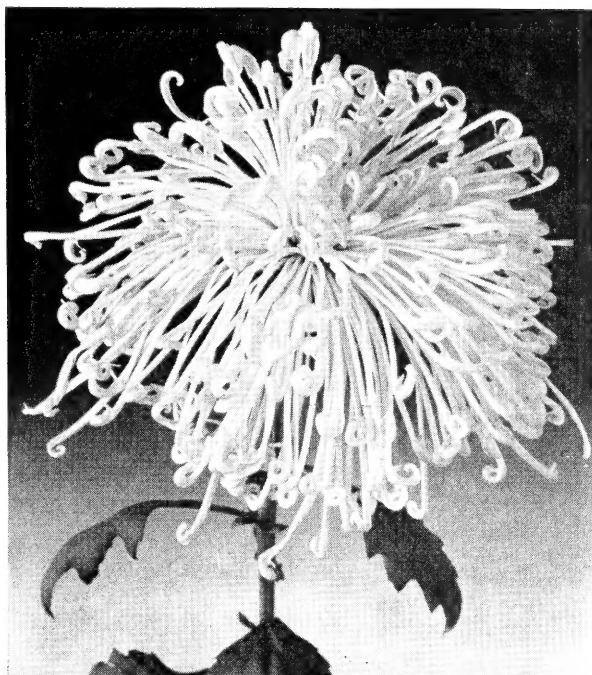
GOLDEN WONDER—(Our 1944 introduction). A flower that is aptly named, for verily it is a golden wonder. It has the conventional slender, tubular petals with slightly upturned fishhook tips billowing downward from an unusually deep full center. Med. hgt. Mat. Nov. 10. **35 cents each; 3 for \$1.00**

MAUVE—A wine red spider with slender, tubular petals cascading downward from a very full center. As a departure from the conventional fishhook type this bloom has a combination of closed tubes, plain hook tips; fishhook tips and spoon tips. A charming bloom. Tall. Mat. Nov. 1. **35 cents each; 3 for \$1.00**

MELODY—Clear, deep yellow with large tubular petals radiating horizontally from a full center. Open hooked tips curve gracefully upward. Med. hgt. Mat. Oct. 10. **35 cents each; 3 for \$1.00**

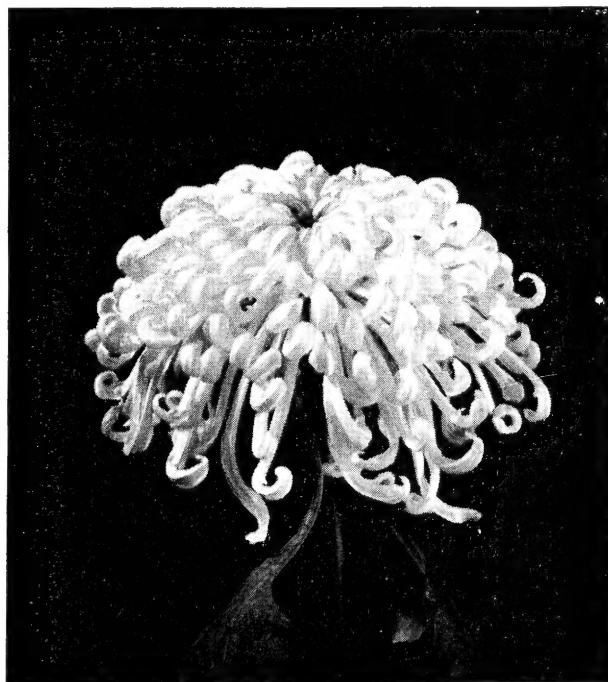


KAY TASHIMA—Giant size white. Large tube. Fishhook tipped. Mat. Oct. 1. **35 cents each; 3 for \$1.00**



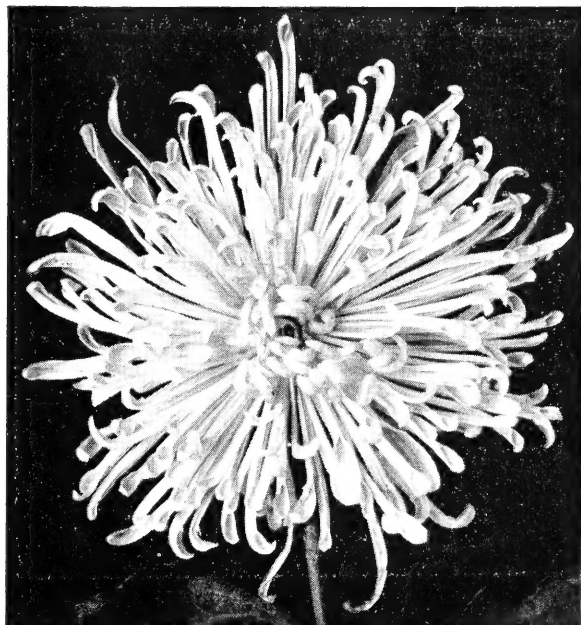
LORRAINE—Large lemon yellow spider of quality. Excellent quilled petals terminate in open spoon tips curling inward. Tall. Mat. Oct. 20. **35 cents each; 3 for \$1.00**

MITSUKO—A fascinating French gray spider with fullness of center and symmetry of form. Has long slender tubes and bright lavender terminal ringlets innerlined with brilliant red. Med. hgt. Mat. Nov. 10. **35 cents each; 3 for \$1.00**



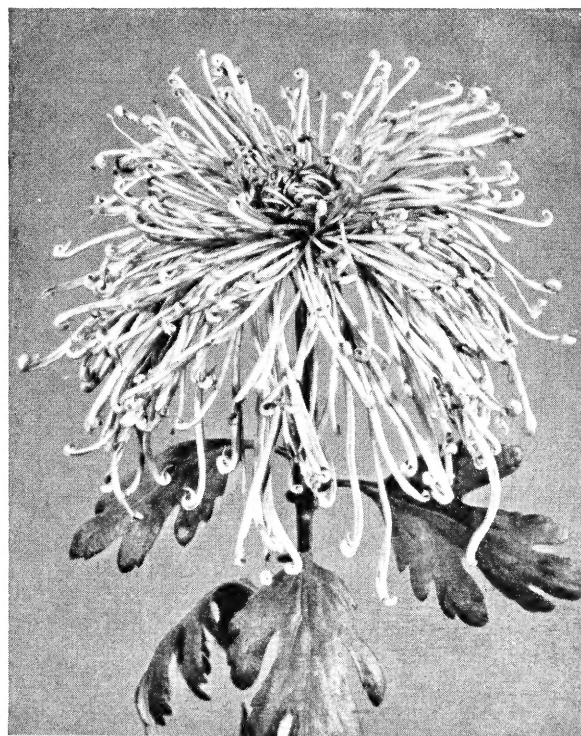
MORGAN'S WHITE—A pure white spider of excellent quality. Fishhook tips terminate the long quilled petals which billow downward gracefully. Med. hgt. Mat. Oct. 15.

35 cents each; 3 for \$1.00



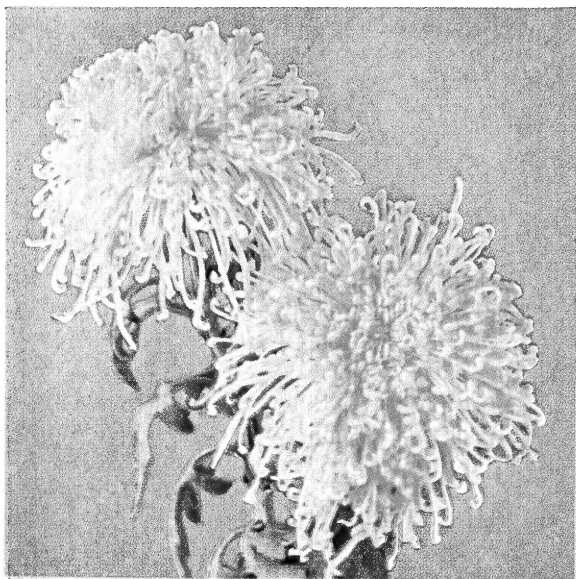
MAMORU—A bright orange bloom shading inward to a rich orange-bronze center. Has excellent keeping qualities, an abundance of lively green foliage and tall stiff stems. Ideal as a cut flower. Mat. Oct. 20. **35 cents each; 3 for \$1.00**

NIGHTINGALE—A spidery type bloom of most unusual coloring. Difficult to describe, the term "Chartruese green" covers the description fairly well. Will fade under strong sunlight, therefore we recommend shade as soon as the buds begin to open. Med. hgt. Mat. Oct. 25. **\$1.00 each**



PAUL MILLER—(Our 1942 introduction). An unusually large medium tubed buff colored spider with very full red center shading to a coppery bronze. Tips are of conventional fishhook type, open ends of which are bright red in color. Tall. Mat. Oct. 15.

35 cents each; 3 for \$1.00

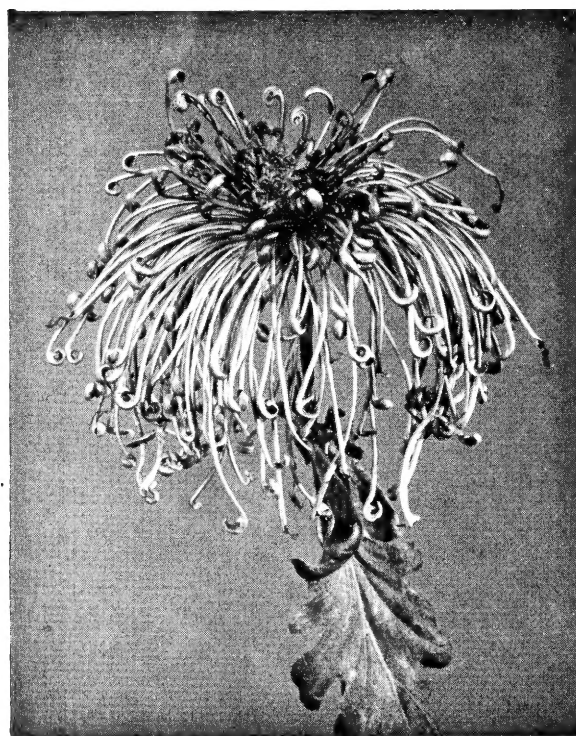


GEORGINA HEDINGER—(Our 1946 introduction). This gorgeous fluorescent plume may aptly be termed a symphony in pink. Start with the brightly colored crowning mass of short, curly petals and follow downward along the smooth expanse of slender, graceful tubes to their termination and you will have run the full scale of pinks in all their variations. Has large, open fishhook tips innerlined with crimson amaranth. Med. hgt. Mat. Nov. 1.

50 cents each; 3 for \$1.35

PATRICIA GRACE—Long, cord-like petals. Delicate rose-pink of exquisite shade. When disbudded attains a size of 12 inches. Med. hgt. Mat. Oct. 15.

35 cents; 3 for \$1.00



PUNCH BOWL—A rich burgundy red spider with medium tubes gently falling away from a deep full center. Tips are open, hooked and tightly curled upward. The answer to a true chrysanthemum lover's dream of perfection. Med. hgt. Mat. Nov. 1. 35 cents each, 3 for \$1.00



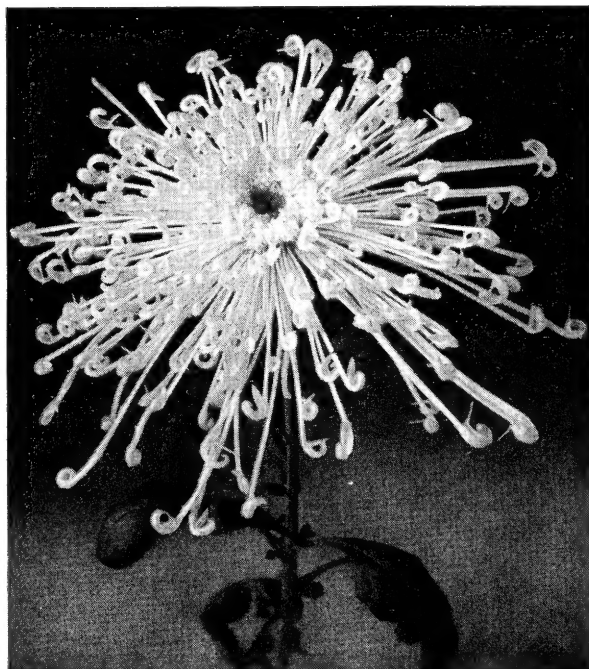
ITO PINK—One of the very best spider types for cut flowers. Full center with long quilled petals cascading downward. A medium pink throughout. Med. hgt. Mat. Nov. 1. 50 cents each

PEACE—(Our 1951 introduction). Medium tube petals of deep yellow with a barbed open spoon showing a carmine red within. Tall. Mat. Nov. 5.

50 cents each

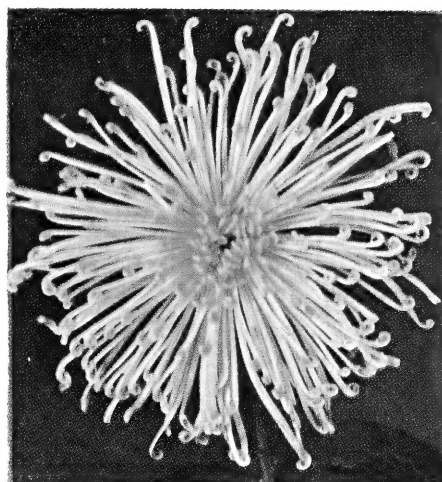
PEGGY ANN HOOVER—Light delicate pink with straight medium tubes. An old number, but still a great favorite. Med. hgt. Mat. Oct. 25.

35 cents each; 3 for \$1.00

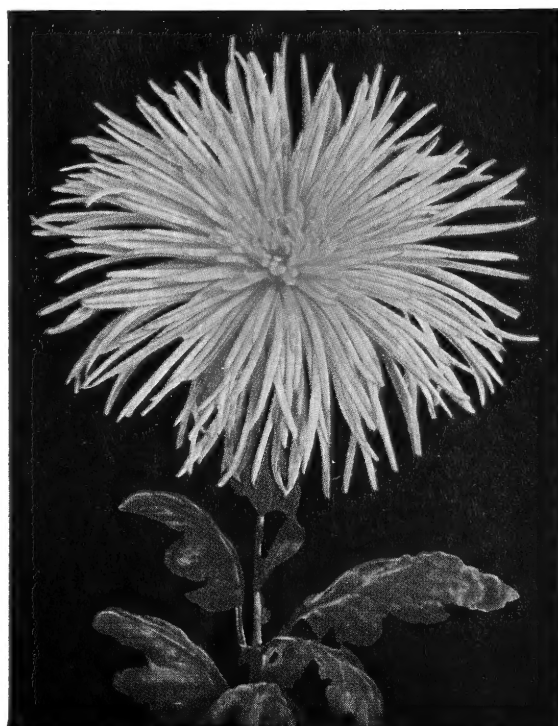


SUSAN LEIGHTON—A beautiful white spider. Tubular petals widening near the ends, showing to great advantage the barbs of an attenuated fishhook tip. Med. hgt. Mat. Oct. 25.

50 cents each; 3 for 1.35



MARIA—A rich creamy flower with a pronounced greenish overcast. Has large tubular petals terminated by slightly barbed, reflex tips. In full bloom an open center displays a contrasting bright yellow disc. Med. hgt. Mat. Oct. 15. **35 cents each; 3 for \$1.00**



MISS GENA HARWOOD—Rosy mauve. Sport from Rayonnante. Tall. Mat. Oct. 15. **35 cents each; 3 for \$1.00**

PURE GOLD—(Our 1951 introduction). This fine tube spider, with its lovely old gold color in the center, shades off to chrome yellow at the ends of the petals. The tiny open spoon tips show a bit of red which greatly adds to its beauty. Med. hgt. Mat. Oct. 15. **50 cents each; 3 for \$1.35**

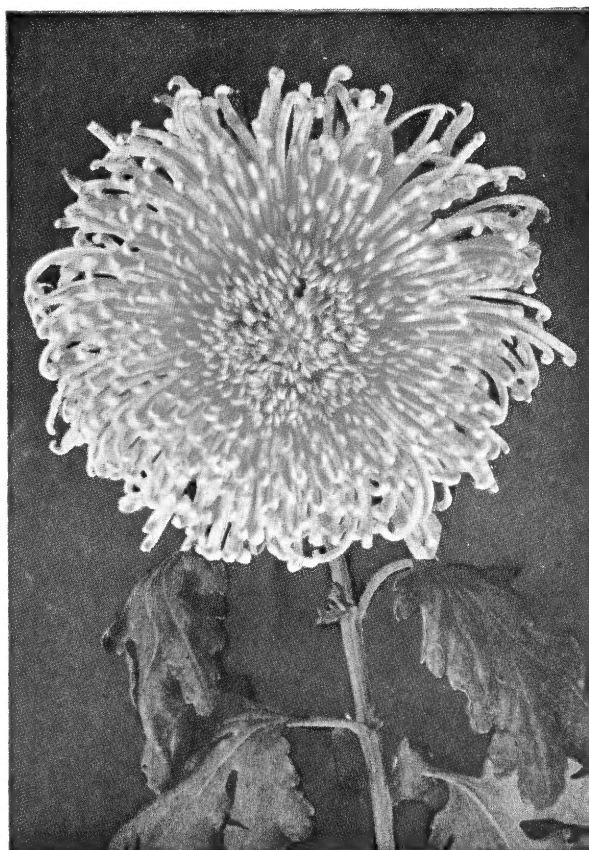
ROYAL APRICOT—(Our 1951 introduction). The petals are apricot bronze in color. Some are quilled and feathery in type, some are spoon-tipped and others are tubulated. The large open spoon shows a deep rose red of great brilliance. Tall. Mat. Oct. 20. **50 cents each; 3 for \$1.35**

FEATHER-SPIDER Collection

10 Superb Feather or Spider Varieties in a Glorious Selection of All Colors and Shapes. Especially selected for your climate. Special price..... **\$3.50**

SARAH MORASCH—The color of this charming spider is a peony purple with carmine shading. An airy graceful flower with long slender petals ending in an orchid fishhook. It carries characteristics of one of its parents—Punch Bowl. Med. hgt. Mat. Oct. 25. **35 cents each; 3 for \$1.00**

WHITE SUPREME—A full petaled large clear white spider with graceful long tubes. Med. hgt. Mat. Oct. 25. **50 cents each; 3 for \$1.35**



WAIKIKI—A very large and full bronze spidery incurve with fishhook tips of a rich golden color. An outstanding specimen of this type of chrysanthemum. Has a rigid stem and good foliage. Tall. Mat. Nov. 1. **50 cents each; 3 for \$1.35**

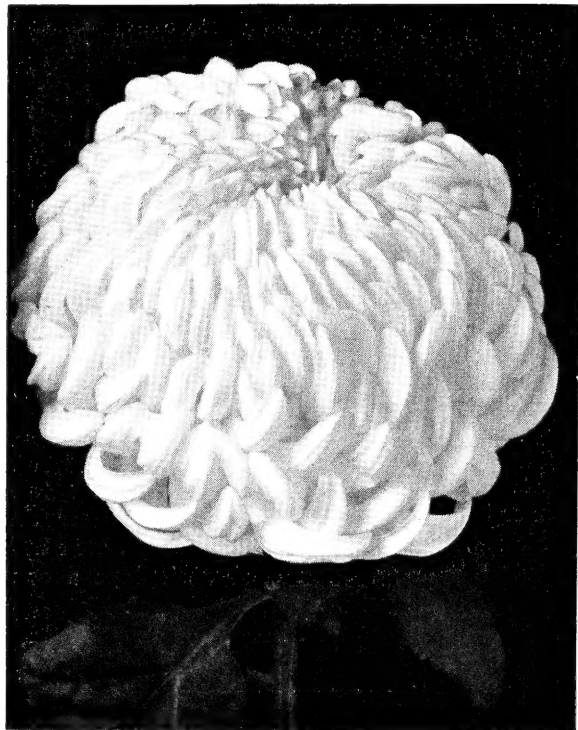
Large Flowering Exhibition Varieties



AMBASSADOR—An extra large bright incurved white bloom. Strong stiff stems. Med. hgt. Mat. Oct. 20. **35 cents each, 3 for \$1.00**

BARBARA PHILLIPS—Clear, vivid semi-reflex yellow. When disbudded makes a beautiful show mum. Outstanding when grown in sprays. Strong, stiff stem, dark green foliage. Med. hgt. Mat. Oct. 25.

30 cents each, 3 for 85 cents

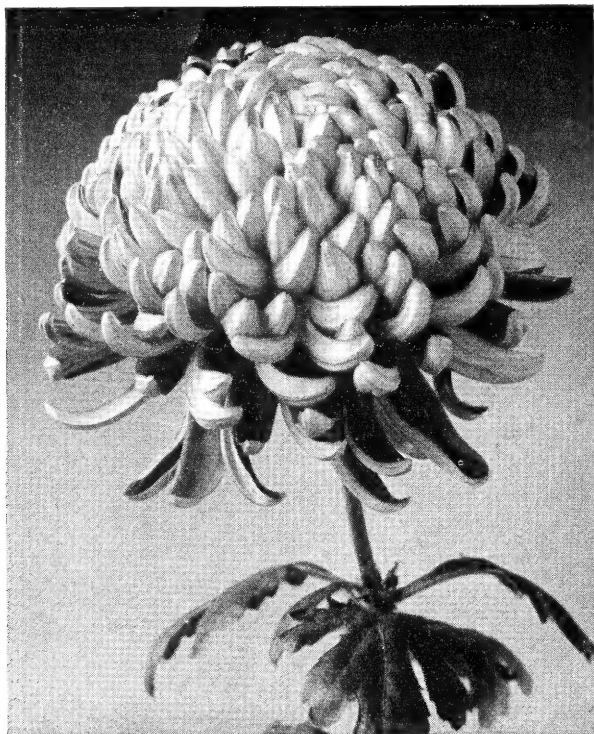


ARIEL—A tightly incurved, silky white flower of majestic proportions and regal appearance. Med. hgt. Mat. Nov. 1. **50 cents each**

CLARA TRUEMAN—Beautiful bright red with gold reverse. Its large size will attract attention. Tall. Mat. Oct. 25. **35 cents, 3 for \$1.00**

COLUMBIA—This new unusual shade of orchid pink is a well formed incurved bloom of good quality. Med. hgt. Mat. Oct. 5.

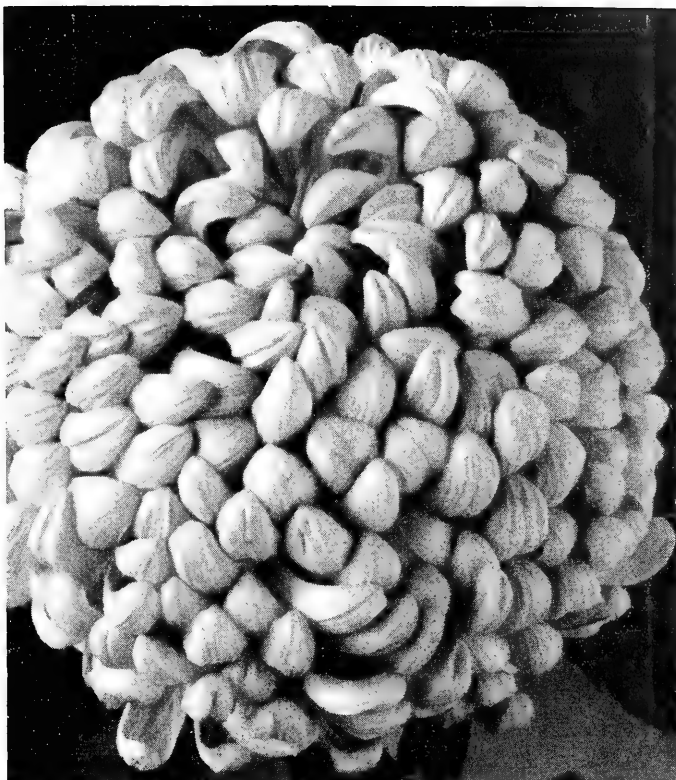
30 cents each, 3 for 85 cents



BEN LEIGHTON—A compact ball shaped bloom of excellent quality. The upper surface of petals is a clear deep wine red. The reverse side a lighter shade suffused with delicate silver. Has good stem and clean, glossy leaf. Med. hgt. Mat. Oct. 30. **50 cents each**



CORONATION PINK—(Australia). An exquisite shade of fuchsine pink with narrow pointed petals. It has a fluffy appearance and groups well with other flowers in this color class. Tall. Mat. Oct. 25. **30 cents each, 3 for 85 cents**



COUNTRY MAIDEN—A compact incurved flower of apricot bronze. Petals form a perfect ball. Med. hgt. Mat. Oct. 25.

30 cents each, 3 for 85 cents

COUNTRY GENTLEMAN—A compact incurved flower of brilliant yellow. Petals form a perfect ball. Med. hgt. Mat. Oct. 25.

30 cents each, 3 for 85 cents



MUTO'S CRIMSON—Deep crimson maroon with gold reverse. A perfect specimen of rich harmony. Med. hgt. Mat. Nov. 1.

35 cents each; 3 for \$1.00

ELEGANCE WHITE—Pure white exhibition flower equal size to the "Turners" and "Pocketts." Very full center and as a consequence, retention of terminal bud is preferred. Med. hgt. Mat. Nov. 1. 30 cents each; 3 for 85 cents

GOOD GRACIOUS—A large subdued yellow incurve in keeping with the name. The narrow flattened tubular petals curl and twist in a swirl that envelopes the bloom from top to bottom. A tall, sturdy grower with attractive foliage. Mat. Oct. 5. 30 cents each; 3 for 85 cents

J. R. BOOTH—A satiny, golden yellow bloom of even texture. This variety will develop into a huge glowing golden ball. Hgt. 4½ ft. Mat. Oct. 25. 50 cents each; 3 for \$1.35

KATHLEEN STORER—An enormous semi-incurved beetroot purple flower of surpassing beauty. Splendid grower. Med. hgt. Nov. 1. 50 cents each; 3 for \$1.35

LOUISA POCKETT—Purest white of great size. One of the largest blooms grown for exhibition purposes. Tall. Mat. Nov. 1. 50 cents each

MRS. HARVEY S. FIRESTONE—This very large bloom of chamois-buff with its brilliant oxblood red inner petals is an introduction of many years ago. Elmer D. Smith, the Dean of all 'Mum' growers, considered this one of the finest of the exhibition type. Short. Mat. Oct. 25.

50 cents each; 3 for \$1.35

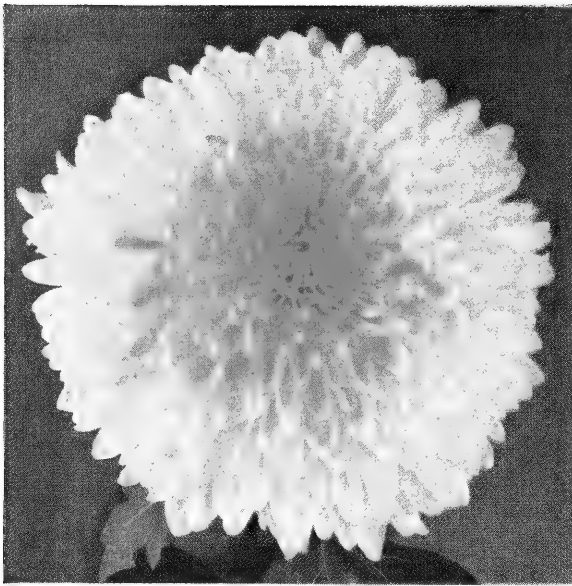
A BOOK for MUM GROWERS

"Greenhouse and Garden
by Dr. D. C. Kiplinger *Chrysanthemums*"

We Sell and Recommend this Book
Price \$3.00



ORANGE BOWL—(S.S. 1950). A reflexed flower of large size. The color is a most beautiful shade of warm bronze with an orange overcast. Tall. Mat. Oct. 10. 50 cents each; 3 for \$1.35



DAME ENID LYONS—(Australia). We have never grown an early blooming white of such exquisite beauty as this variety. It is a firm bloom of soft cream white, very large. Truly an outstanding addition to any garden. Med. hgt. Mat. Oct. 10. **50 cents each; 3 for \$1.35**

SUNBURST—Beautiful deep yellow incurved ball. Attains great size when disbudded. Inner petals are brushed with apricot bronze making this a flower of unusual merit. Med. hgt. Mat. Oct. 25 **50 cents each; 3 for \$1.35**

THOS. W. POCKETT—(Imp.). Hidden depth of color carries this variety through the long period of development from whence it emerges as one of the largest and finest dark pink flowers. Tall. Mat. Nov. 1. **50 cents each**

EXCELLENT EXHIBITION

Collection

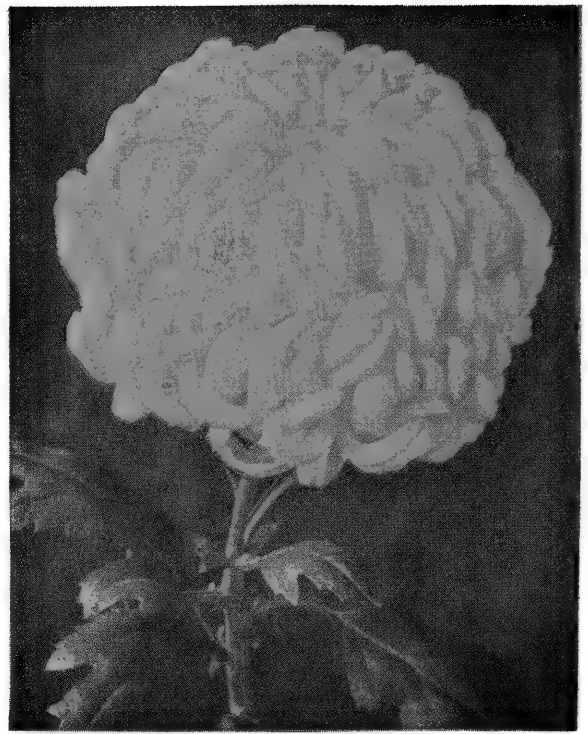
10 Large Flowering Exhibition Varieties. A lovely mixture of colors and shapes selected to give outstanding flowers over a long period. Only..... **\$3.50**

TURNER BRONZE—A light bronze sport from the popular "Wm. Turner," identical in every respect except color. Med. hgt. Mat. Nov. 5. **30 cents each; 3 for 85 cents**

TURNER PINK—(Mrs. L. Davies). This lovely shade of delicate pink is one of the most perfect of the exhibition type. Very large, has excellent formation with perfect petalage. Med. hgt. Mat. Nov. 5. **30 cents each; 3 for 85 cents**

TURNER YELLOW—This true exhibition type is a sport from "Wm. Turner." A clear light yellow of good quality with the usual characteristics of the parent plant. Med. hgt. Mat. Nov. 5. **30 cents each; 3 for 85 cents**

WATANABE—A large, clear yellow incurved variety that may be groomed for competitive exhibition purposes. Has perfect form and petalage. Med. hgt. Mat. Oct. 5. **50 cents each; 3 for \$1.35**

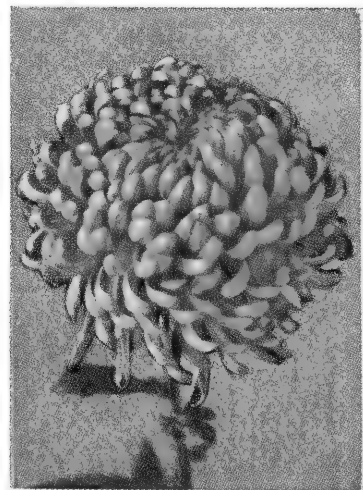


LILLIAN FOLTZ—(Our 1943 introduction). An outstanding commercial bloom. A perfect incurved in shape and a soft yellow in color. Good foliage and stem. Med. hgt. Mat. Nov. 15. **35 cents each; 3 for \$1.00**

WM. TURNER—One of the largest exhibition types. Pure white with wide petals which are so arranged as to make a perfect ball of about 7 inches in diameter. Although one of the oldest varieties grown, it is still a great favorite among all 'Mum fanciers. Med. hgt. Mat. Nov. 5. **30 cents each; 3 for 85 cents**

YELLOW AMBASSADOR—A large yellow incurved bloom. Med. hgt. Mat. Oct. 20. **35 cents each; 3 for \$1.00**

YELLOW POCKETT—Light yellow. Large incurved. Med. hgt. Mat. Nov. 1. **35 cents each; 3 for \$1.00**



VICTORY—A large true Chrysanthemum Red with soft golden reverse. The perfect combination of colors, plus the excellent petalage and incurved form pronounce this one of the very best. Med. hgt. Mat. Oct. 25. **50 cents each**

Large Flowering Commercial Varieties

BRONZE

APRICOT MAY WALLACE—Incurved. Distinctive shape. Pastel shade of apricot. Tall. Mat. Nov. 15. **25 cents each; 3 for 70 cents**

EMPEROR—A rich bronzy-red with buff reverse. Good healthy foliage and strong stem. Med. hgt. Mat. Oct. 25. **25 cents each; 3 for 70 cents**



GLITTERS—Dahlia-like straight petals. Well named for the blossoms surely do glitter. Med. hgt. Mat. Oct. 20. **25 cents each, 3 for 70 cents**

PINK

DAY DREAM—The pale salmon shade of pink brings out the beauty of this bloom. Fairly tall. Mat. Oct. 15.

ENCHANTRESS—This lovely rose pink incurved bloom is one of the best of the early bloomers. The petals form a good well shaped ball, held on stiff stem with good foliage. Med. hgt. Mat. Oct. 25. **25 cents each; 3 for 70 cents**

GAISFORD—A clear deep rose pink in color. Petals of medium width forming a slightly reflexed ball of about five inches in diameter. A truly lovely bloom. Med. hgt. Mat. Oct. 20. **25 cents each; 3 for 70 cents**

GREER GARSON—A pink reflex of good size. Center has an exotic swirl which is responsible for an intriguing interlacing of the petals. Luxuriant foliage and strong stem. Tall. Mat. Oct. 25. **25 cents each; 3 for 70 cents**

JOYFUL—The petals of this bloom are as nearly consistent with the color, purple, as can be found among thousands of mum varieties. To crown the strikingly beautiful appearance of this bloom, it has a sharp-cut orchid reverse. Med. hgt. Mat. Nov. 15. **50 cents each**

J. W. PRINCE—An excellent pink of good size. It is entirely devoid of any trace of lavender, orchid or any other tone related to pink. Med. hgt. Mat. Nov. 1. **25 cents each; 3 for 70 cents**

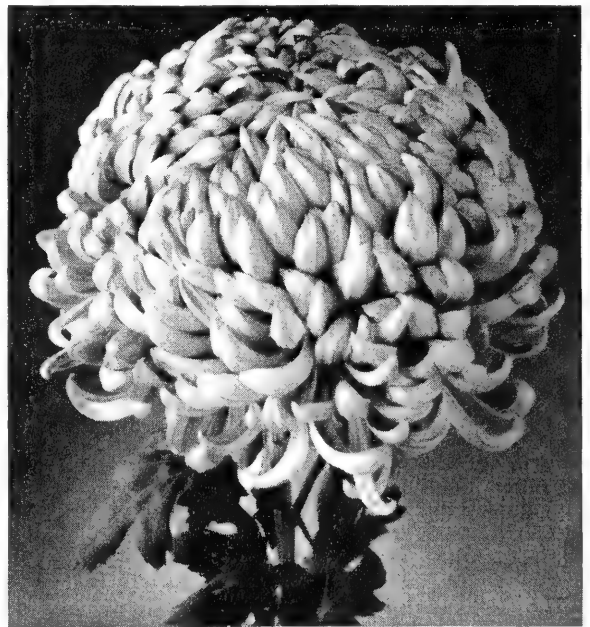


BRONZE FRICK—Apricot shade of bronze with lighter reverse. Incurved. Med. hgt. Mat. Nov. 20. **25 cents each; 3 for 70 cents**

GOLDEN BRONZE—A glistening, golden bronze incurve of more than passing merit. The flowers are compact, very large and perfectly formed. Tall. Mat. Oct. 25. **25 cents each; 3 for 70 cents**

HILDA BERGEN—A beautiful deep mahogany bronze incurved. Medium size spherical blooms that ride well on clean stiff stems with attractive foliage. Med. hgt. Mat. Oct. 25. **25 cents each; 3 for 70 cents**

SUNNYSLOPE BRONZE—An excellent large compact golden bronze. It is a perfect incurved bloom and is an excellent keeper. Med. hgt. Mat. Nov. 1. **35 cents each; 3 for \$1.00**



GRAND DUCHESS—(Our 1950 introduction). We have never grown a 'Mum from seed to maturity which has given us so much pleasure. The bloom is a little deeper shade of orchid than Miss Helen Frick. An excellent keeper. Tall. Mat. Oct. 20. **75 cents each**

PINK

MAJOR EDWARD BOWES—Color rosy pink, brighter than J. W. Prince, and when under artificial light is greatly intensified. Fully double, well formed and about six inches in diameter. Med. hgt. Mat. Oct. 16.

25 cents each; 3 for 70 cents

MISS HELEN FRICK—Large incurved orchid pink. Med. hgt. Mat. Nov. 20. (See color illus. page 13.)

25 cents each; 3 for 70 cents

PINK CHIEF—A lively rose pink, truly commercial in character. A tall straight grower. Mat. Oct. 15.

25 cents each; 3 for 70 cents

ROSE ANNA—(Our 1951 introduction). The broad petals are a rich shade of magenta rose with a very soft delicate shade of tan on reverse side. Attains a size of 5 to 6 inches when disbudded. Med. hgt. Mat. Oct. 15.

35 cents each; 3 for \$1.00

WHITE

ALBATROSS—Large, full, glistening white. Tall. Mat. Oct. 25.

25 cents each; 3 for 70 cents

BETSY ROSS—A large, fairly compact white incurved bloom. An old timer but still in great demand. Tall. Mat. Oct. 20.

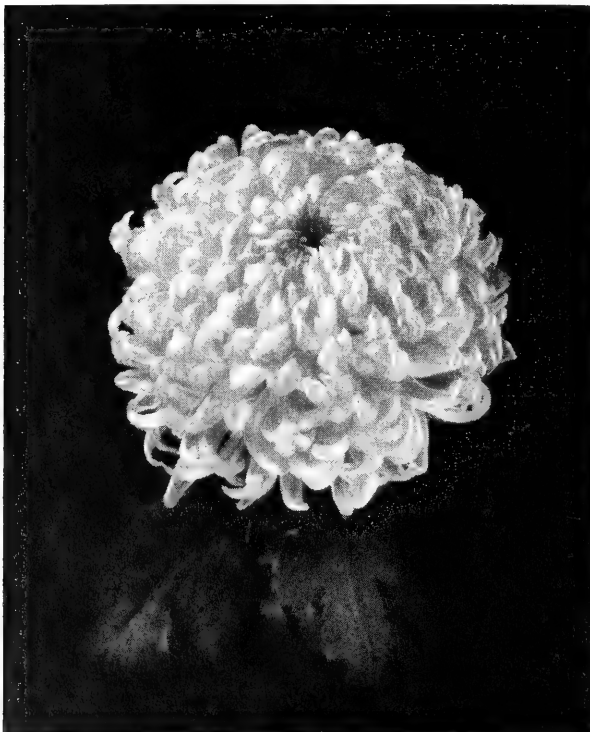
25 cents each; 3 for 70 cents

CHRISTINA—This is an excellent medium size incurve bloom. Good clear white with fine foliage and good stems. Med. hgt. Mat. Oct. 5.

25 cents each; 3 for 70 cents

QUAKER MAID—A large fairly compact white incurved bloom. In great demand for a cut flower, although it is an oldtimer, its early blooming date is advantageous. Med. hgt. Mat. Oct. 15.

25 cents each; 3 for 70 cents



MISS FLORA BOWERS—Large white incurved, 7½ inches in diameter. Hgt. 4 ft. Mat. Nov. 25.

25 cents each; 3 for 70 cents

RED

BLACK HAWK—Reflexed. Similar to Harvard, except deeper in color and the lack of serrations of semi-quilled petals. Med. hgt. Mat. Nov. 20.

25 cents each; 3 for 70 cents

FRANCES WHITTLESAY—Large red reflex with soft buff reverse. Wide sharply pointed petals. Med. hgt. Mat. Oct. 15.

35 cents each; 3 for \$1.00

GARNET KING—True reflexed. Garnet red. Petals about center tipped with bronze. Med. hgt. Mat. Nov. 25.

25 cents each; 3 for 70 cents

HARVARD—Reflexed. Brilliant, satiny dark red. Med. hgt. Mat. Nov. 20.

50 cents each

OCTOBER RED—Carmine red with a soft gold reverse. Attains a size of 5 to 6 inches when disbudded. Med. hgt. Mat. Oct. 5.

35 cents each; 3 for \$1.00

MRS. HENRY ROBINSON—A clear white quality bloom. Good upright growth. Med hgt. Mat. Nov. 1.

25 cents each; 3 for 70 cents

SILVER SHEEN—A satiny pure white incurved. Excellent keeper. Mat. Oct. 20.

25 cents each; 3 for 70 cents

WHITE CHIEF—A perfect incurved type of exquisite beauty. Has good keeping qualities and gives us a good early bloom. Med. hgt. Mat. Oct. 15.

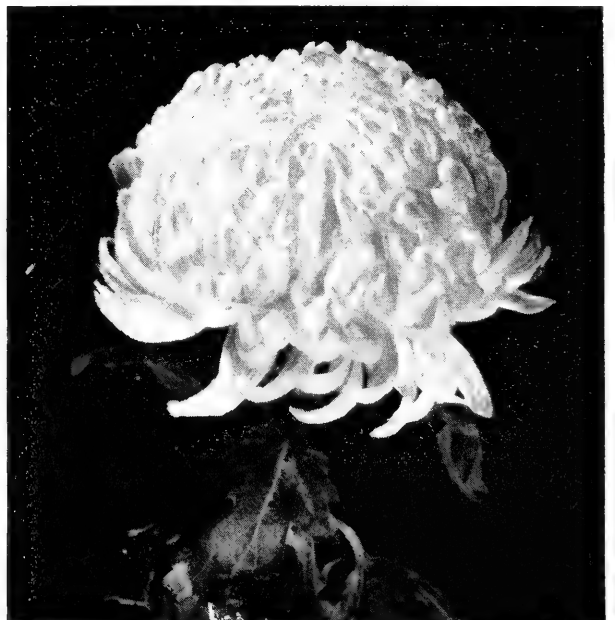
25 cents each; 3 for 70 cents

WHITE HELEN FRICK—Satiny white incurved. Short. Mat. Nov. 20.

25 cents each; 3 for 70 cents

LARGE COMMERCIAL Collection

10 Large Flowering Commercial Mums especially selected for strong well tested producers. All colors and types are included. Our hardy stock makes 'em easy to grow. **\$300**



SNOW WHITE—Incurved with satiny white sheen. Med. hgt. Mat. Nov. 1.

25 cents each; 3 for 70 cents

YELLOW

APRICOT QUEEN—A rich shade of brilliant orange. This bloom is surely the "Queen" of its class. Attains great size and perfect formation. Med. hgt. Mat. Oct. 20. **25 cents each; 3 for .70**

BLAZING GOLD—An intense golden yellow of good size. Fully incurved. Has stiff stem and perfect foliage. Med. hgt. Mat. Oct. 15. **25 cents each; 3 for .70**

BUTTERBALL—A clear lively yellow incurved flower of solid substance. An early bloomer and good keeper. Med. hgt. Mat. Oct. 20. **25 cents each; 3 for .70**

CELESTRA—A large, lemon yellow, ball-shaped flower that stands up well under adverse conditions. Med. hgt. Mat. Oct. 25. **25 cents each; 3 for .70**

DEC. QUEEN—Altho this blooms late for some localities, it is most certainly an outstanding late flower. A most beautiful deep yellow of the reflex type. Tall. Mat. Nov. 30. **25 cents each; 3 for .70**

MRS. H. E. KIDDER—A very popular early bloomer of excellent quality. An introduction of 1930, still a favorite variety which when disbudded will attain 7 inches in diameter. Med. hgt. Mat. Oct. 15. **25 cents each; 3 for .70**

MRS. HELEN K. JOHNSON—A deep rich dark yellow with petals somewhat irregular and interlacing in their arrangement. Good stem and foliage. Blooms 8 inches in diameter. Med. hgt. Mat. Oct. 25. **25 cents each; 3 for .70**

ORIOLE—A large golden incurve that rates second to none of the mid-season yellow commercials. Med. hgt. Mat. Nov. 5. **25 cents each; 3 for .70**

SUNGLOW—This bright yellow incurved bloom has a lovely satiny sheen which marks this variety as one of the very early yellows. Med. hgt. Mat. Oct. 25. **25 cents each; 3 for .70**



FRIENDLY RIVAL—One of the most brilliant yellows to be found under any classification. Tall. Mat. Nov. 15. **35 cents each; 3 for \$1.00**

YELLOW BERGEN — Semi-incurved yellow sport of Hilda Bergen. Vigorous grower on clean stiff stems with good foliage. Med. hgt. Mat. Oct. 15. **25 cents each; 3 for .70**

YELLOW CHIEF—An early blooming yellow flower which forms a good sized perfect ball. The blooms have a fine texture and keep well when cut. Med. hgt. Mat. Oct. 15. **25 cents each; 3 for .70**

Cascade Varieties—Vining and Trailing Mums for Baskets and Walls

PRICE OF ROOTED CUTTINGS (Unless Quoted Otherwise)

Each\$.25
3 of One Name70
12 of One Name 2.25

ANNA—Pure white single with a golden yellow center. Blooms 2 inches. (See illus.) Nov. 1.

BETTINA — Dark pink single. Blooms 1½ inches. Mat. Oct. 1.

BREAKING DAWN — Light pink anemone. Tubular petals with spoon tips. Blooms 1¼ inches. Mat. Nov. 5.

BRIDAL VEIL—Pure crisp white single flowers quite small. Mat. Oct. 25.

CHERIE—(Our 1951 introduction). The color is a pastel mauve or "Perkins Violet" with the yellow button center. Blooms are a little over an inch in diameter and cover the plant in great profusion. This is the earliest blooming cascade we have ever grown from our seed beds. Mat. Sept. 15.

DAINTY ROSE—(Our 1951 introduction). A small showy flower with varying shades of rose pink coloring. Has tiny cupped petals which form in four or five rows. Grows in great profusion on tall stems. Mat. Oct. 10.

FIREFALL — Garnet red single. Blooms 2 in. A free bloomer of striking beauty. Mat. Nov. 1.

CASCADE COLLECTION

12 Varieties — 1 Each

(You save 50 cents) **\$2⁵⁰**

FORTUNE CASCADE—Semi-double blooms of a magenta purple. Mat. Nov. 10.

GOLD DUST—(Our 1951 introduction). Golden yellow Anemone with high, well rounded, yellow cushion. Blooms 1½ in. in diameter. Mat. Oct. 10.

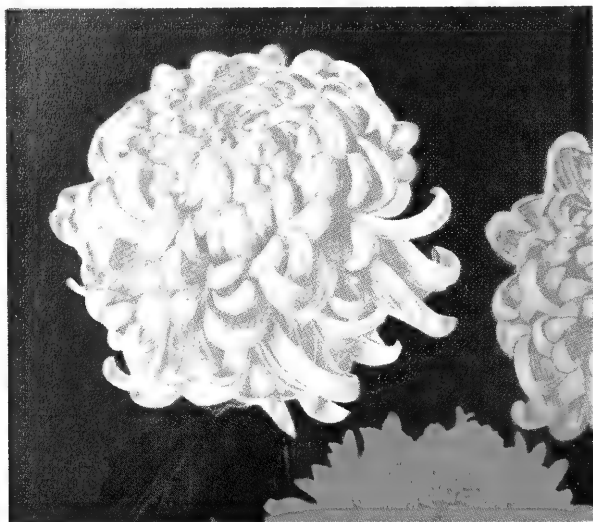
HALLOWE'EN — A burnished coppery bronze fuses the central disc of quilled florets and the double row of flat ray petals into a composite coloring of rare beauty. Flowers 3 inches in diameter. Med. hgt. Mat. Oct. 20.

JANE HARTE—Yellow sport from Anna. Same in all respects except color. Mat. Nov. 1.

NIAGARA FALLS—Cream white blooms about 3 inches in diameter. Has excellent cascade qualities. Mat. Oct. 20.

YAMABUKI—Bright yellow anemone with golden yellow cushion. Very outstanding. Blooms 1½ inches in diameter. Mat. Oct. 25.

Blanchard's New Introductions for 1955

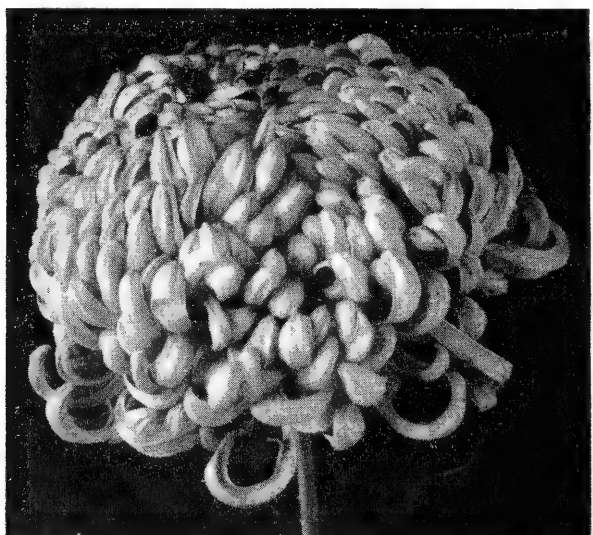


MRS. EDITH TAYLOR—This light magenta bloom with a pastel mauve reverse forms a loose ball of tremendous size. An exhibition that merits a place in the garden of every mum lover. Med. hgt. Mat. Oct. 20. **\$1.50 each**

GYPSY GIRL—A mass of soft red blooms cover this low growing cushion type mum. The foliage is green and lush and the flowers make a profuse mass of color over a long period of time. A splendid new addition to our cushion mum group. **75 cents each**

PEGGY—A new Amaranth Rose spider having a cream tipped center. Full tubes extend slightly upward at tip. Tall. Mat. Oct. 15. **\$1.00 each**

OLD ROSE—A dainty fine-quilled spider with curled spoon tips. The tubes are a deep rose shading to a pale mauve at the tips. Attains great size when disbudded. Med. hgt. Mat. Oct. 15. **\$1.00 each**



VIKING—A Japanese introduction with a giant size incurved bloom. The unusual appearance of the flower is caused by the crepe-paper texture of its petals. Pure white with a lovely cream center, this plant we recommend without reservation. Med. hgt. Mat. Oct. 15. **\$2.00 each**



EVENING GLOW—A Chrysanthemum red incurve with a pale burnished gold reverse. A spectacular bloom which is early and long-lasting. Med. hgt. Mat. Oct. 10. **\$1.50 each**

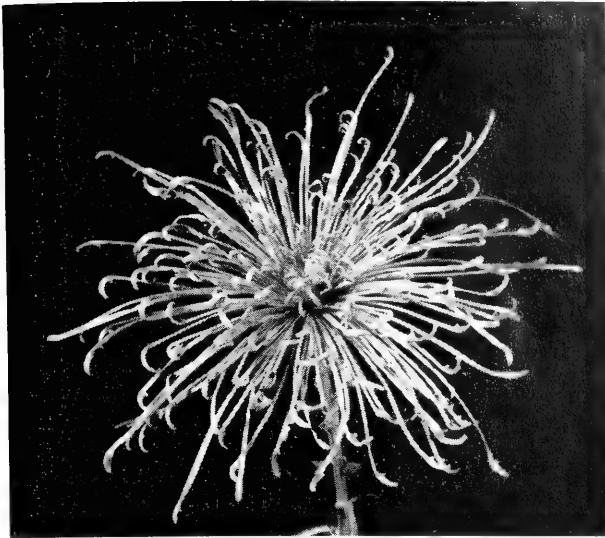
MRS. POITRAS—A sport of California Firebird retaining the form of its parent but having a deep reddish bronze tone with yellow tips. As the flower matures, shades of orange and metallic overtones combine to make this a lovely cut flower for table use. Med.hgt. Mat. **\$1.00 each**

VIENNA—Large flat petal radiates from a yellow button center. A beautiful Vienna red which when disbudded, attains enormous size. Strong stemmed with dark green foliage. Med. hgt. Mat. Oct. 15. **\$1.00 each**



EMPRESS—This huge glowing ball is one of the most beautiful mums we have ever grown. The petals are peony purple on the inside with a silvery lilac reverse. Over the whole flower there is a burnished glow which is difficult to describe. **\$2.00 each**

More New Originals!



HOLLYWOOD—A fine-tubed spider with deep amber and coppery bronze overtones. The slightly curled fishhook tips show a red at the open ends. Med. hgt. Mat. Oct. 15 to 20.

\$1.00 each

YELLOWBIRD—This captivating blossom is delicate, dainty, graceful and one of the finest tubed yellow spiders that we list. It is rich canary yellow in color throughout the whole blooming period. Med. hgt. Mat. Oct. 20.

\$1.00 each

BURNT GOLD—Cascade. A deep jasper red shading to burnt orange, this tall prolific long bloomer is ideally suited for cascade use. Stems are flexible and strong yet easily trained. Tall. Mat. Oct. 15.

75 cents each

GLORIOUS—This huge white exhibition has an almost fluorescent sheen. When disbudded forms one of the largest balls we have ever grown. Grows on sturdy stem with excellent dark green foliage. Med. hgt. Mat. Oct. 15.

\$1.00 each

GOOD LUCK—An odd-shaped loose semi-incurred bloom with cream, white and lilac tones which provide an exotic color combination and make this flower a charmingly informal one which lends itself to attractive group floral arrangements. Med. hgt. Mat. Oct. 10.

75 cents each

MUSKETEER—A deep ruby red with tight incurred petals. Disbuds to a fully incurred ball. A much needed addition to the red commercials. Short. Mat. Oct. 25

\$2.00 each

7 NEW INTRODUCTIONS

Mrs. Edith Taylor	Empress
Peggy	Hollywood
Viking	Glorious

Evening Glow

Shipped Postpaid.....**\$10**

Mums are Anything but "Mum" When Used in Flowering Arrangements

No flower is so adaptable in decorating the home floor vases, shallow dining room plates or living-room ensemble. Every mum bloom adds color and beauty to ordinary living.

If for no other reason home owners should have a chrysanthemum garden.

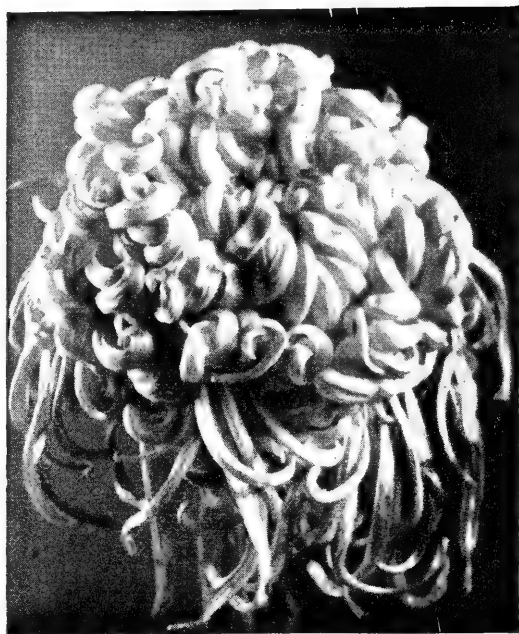


Odd Varieties and Interesting Forms



FANTASIA—A fantastic arrangement of slender, quilled petals open into long, gracefully reflexed semi-spoon tips. Has a pronounced central golden disc. Tall. Mat. Nov. 5.

35 cents each; 3 for \$1.00



KEGON NO TAKI—Bright yellow, of unusual formation. Lower petals reflexed, balance incurved and twisted. Tall. Mat. Nov. 1.

50 cents each

BALLERINA—(Our 1950 introduction). A deep cyclamen purple. Petals, some of which are almost an inch wide, form an exquisite ball shaped bloom well over 6 inches in diameter. One of the loveliest flowers we have ever introduced. Med hgt. Mat. Nov. 1. \$1.00 each

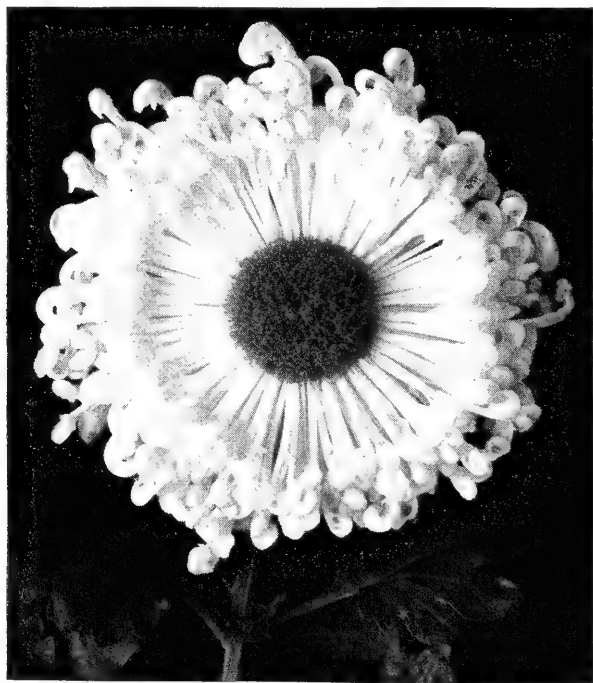
DR. ADAH RUTH TAYLOR—A soft clear bronze sport of "Pink Exquisite." Habit of growth and formation of flower identical with the parent plant. Med. hgt. Mat. Nov. 1.

35 cents each; 3 for \$1.00



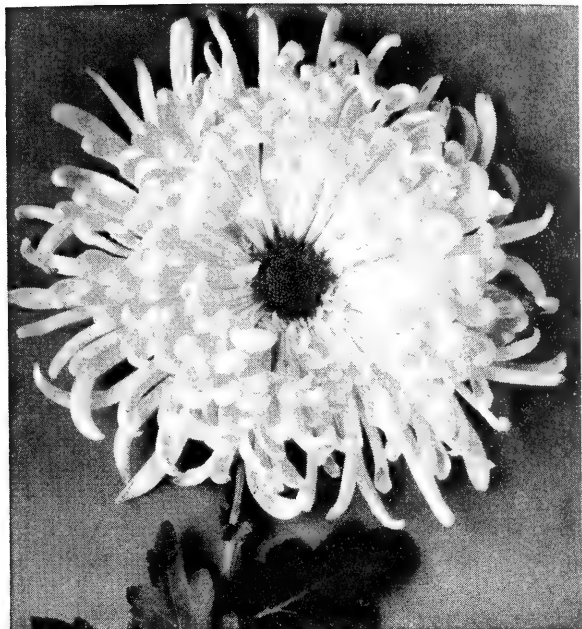
PINK EXQUISITE—This wonderful bloom is aptly named, a most enticing, exquisite shade of pink. Reflex petals. Forms a unique swirling central mass. Best when disbudded. Med. hgt. Mat. Nov. 1.

35 cents each; 3 for \$1.00

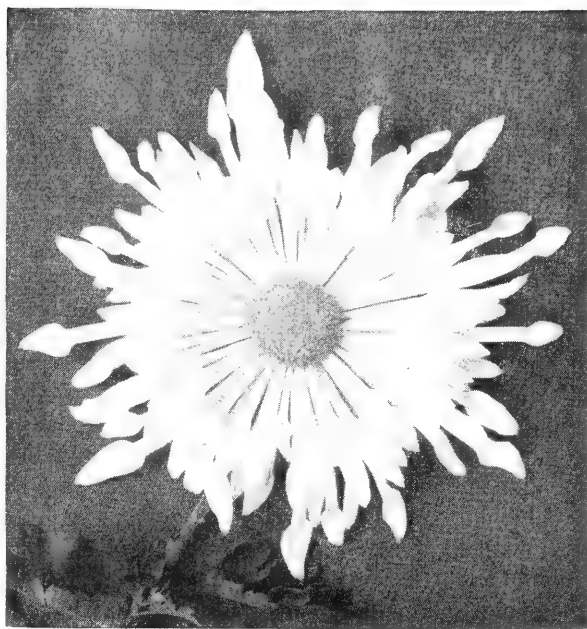


SUNSPOT—Closely spaced white tubular petals of varying length radiate from a central bronzy disc. The tubes terminate in slightly barbed, open and tightly curled hooks. Tall. Mat. Nov. 1.

75 cents each; 3 for \$2.00



WILLIAM ALEXANDER—(Our 1951 introduction). Pure white. Large tubular petals terminate in open tips which hook slightly upward and radiate from a central yellow button. Med. hgt. Mat. Oct. 1. **35 cents each; 3 for \$1.00**



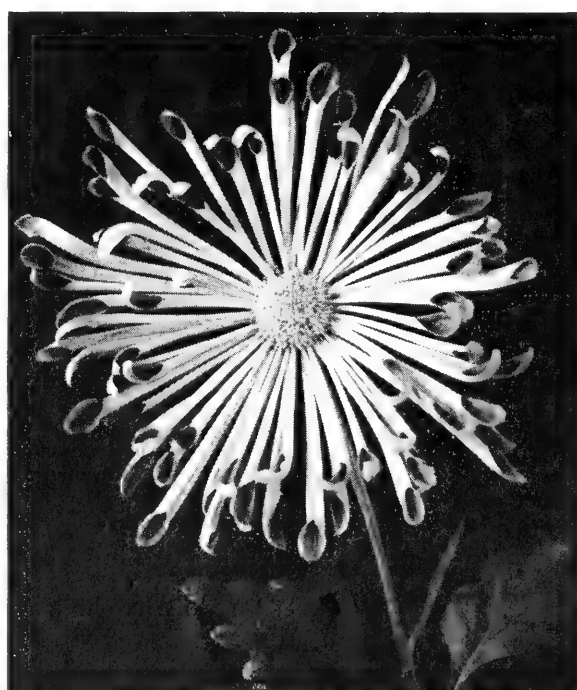
ZOLA—A large showy flower with varying shades of pink coloring. Has long slender tubes which widen out and terminate in slightly reflex spoon tips. Is best when disbudded. Med. hgt. Mat. Nov. 15. **35 cents each; 3 for \$1.00**

BLANCHARD GARDENS have Grown and Sold Chrysanthemums for 25 years. We have Thousands of Satisfied Mail Order Customers all over the United States, Hawaii and Canada.

501 South Walnut Avenue, SAN DIMAS (Los Angeles County), CALIFORNIA



YELLOW TAGGARTS—The "Raggedy Ann" of Chrysanthemums. Has tubular petals covered with fine hairlike spines. A rich saffron yellow quilled ball. **50 cents each**



YOMEI—The quilled petals are golden in color and terminate in red spoon tips. Good either in sprays or disbudded. Tall. Mat. Nov. 10. **35 cents each; 3 for \$1.00**

English Varieties

ALABASTER—A large clear white slightly incurving bloom of fine quality. Produces firm flowers 5 inches when disbudded. Med. hgt. Mat. Sept. 10. **25 cents each; 3 for 70 cents**

ALEX MASON—Large, rich buttercup yellow incurve. Will carry six good size blooms when disbudded. Med. hgt. Mat. early Oct. **25 cents each; 3 for 70 cents**

BALCOMBE TRIUMPH—This brilliant glittering chestnut bronze, decorative bloom, is no doubt well named, for it is a real triumph. An excellent keeper. Tall. Mat. Oct. 15. **35 cents each; 3 for \$1.00**

BUTTERCUP—A large unusual golden yellow. Petals are well pointed with some forming a spoon. Has a satiny sheen when disbudded. Med. hgt. Mat. Sept. 25. **25 cents each; 3 for 70 cents**

BUTTERSCOTCH—A very large, brilliant golden yellow of unusual merit. This is one of the best among the English mums. **35 cents each; 3 for \$1.00**

CREAM DUCHESS—An exhibition type of excellent quality. A deep cream shading to lemon yellow in the center. Med. hgt. Mat. Sept. 10. **35 cents each; 3 for \$1.00**

CRIMSON BUTTERCUP—A deep crimson variety of solid and lasting substance. Petals are well pointed and form a beautiful decorative bloom. Med. hgt. Mat. Sept. 20. **35 cents each; 3 for \$1.00**



ENSENADA—The color of this splendid bloom undergoes a gradual change from brilliant Indian red to a terra-cotta red as it reaches maturity. Has good foliage and stiff stems. Med. hgt. Mat. Nov. 1.

FORWARD—This beautiful florescent bloom is an exquisite shade of delicate silvery pink. Difficult to describe, but when disbudded will grow from five to six inches in diameter. Med. hgt. Mat. Sept. 15. **50 cents each; 3 for \$1.35**

GOLD STANDARD—A large deep yellow with flat broad petals. Stands up well in wind and rain. Med. hgt. Mat. early Oct. **25 cents each; 3 for 70 cents**

HALO—This glowing amber bronze is one of the best among the early bloomers. Disbudded, will attain large size with the inner petals incurving and the outer petals reflexing. The petals are broad and well formed. Med. hgt. Mat. Sept. 25. **35 cents each; 3 for \$1.00**



EXQUISITE—This most charming cream color, shaded to soft yellow in center with wide reflexing petals is, no doubt, one of the best of this variety. Attains good size when disbudded. Med. hgt. Mat. Oct. 10. **35 cents each; 3 for \$1.00**

LYRIC—A delicate shade of salmon pink. Artistically shaped decorative bloom which is carried well on good stems with dark green foliage. Med. hgt. Mat. Oct. 15. **35 cents each; 3 for \$1.00**

MADELINE—Clear soft shell pink with long fluted petals forming an attractive bloom. Med. hgt. Mat. Sept. 25. **35 cents each; 3 for \$1.00**

MAVOUREEN—A lovely lilac pink which when disbudded attains a diameter of 6 inches. Med. hgt. Mat. Sept. 15. **35 cents each; 3 for \$1.00**

MME. BUTTERFLY—White with an overlay of blush pink. Centers are creamy. Med. hgt. Mat. early Sept. **35 cents each; 3 for \$1.00**

MRS. J. FINDLAY—A bright yellow reflex variety that will reward the trials of disbudding with 6-inch blooms. Results obtained by growing in spray form are equally gratifying. Hgt. 3 ft. Mat. late Sept. **35 cents each; 3 for \$1.00**

MRS. J. H. MILNER—This exhibition pure white bloom is one of the largest of its type. Will attain a size of 7 inches under proper conditions. Med. hgt. Mat. Oct. 1. **25 cents each; 3 for 70 cents**

MRS. PATTIE—A large incurving variety of terra cotta red with a gold reverse. The charm of exotic coloring is not lost in the disbudded flower or unpampered spray. Hgt. 3½ ft. Mat. Sept. and Oct. **25 cents each; 3 for 70 cents**

PERFECTION—A clear white quality bloom. The flowers are large and carried on strong stems, which makes this a good bloom for cutting and is indeed "perfection." Med. hgt. Mat. Oct. 20. **35 cents each; 3 for \$1.00**



LE POCTOLE—Deep crimson flowers of excellent form and very good size. Has a fascination of color effect that is not easily brushed aside. Shows to advantage in disbudded sprays. Hgt. 3½ ft. Mat. early Oct.

35 cents each; 3 for \$1.00



STELLA—This most perfect shaped bloom is a true pink of great charm. When disbudded attains good size and is unparalleled in its beauty. Tall. Mat. Oct. 1.

50 cents each; 3 for \$1.35

SILVER QUEEN—Conspicuously distinct among its garden companions throughout the long "Mum" season is this lovely bloom. "Glowing rose pink or peach blush," difficult to describe. Med. hgt. Mat. Oct. 15. **35 cents each; 3 for \$1.00**

SNOWBALL—This wonderful bloom is aptly named, as it is a snow white ball of exquisite loveliness. A very free bloomer. Med. hgt. Mat. Sept. 25. **25 cents each; 3 for 70 cents**

SWEETHEART—A large decorative bloom of a soft shade of "Rose Bengal" pink. With wide reflexing petals, perfect foliage and good stems, this new variety will be a great addition to any garden. Med. hgt. Mat. Oct. 20.

25 cents each; 3 for 70 cents

SUNBEAM—This handsome yellow bloom has solid incurving petals. Attains good size when disbudded. Tall. Mat. Oct. 10.

25 cents each; 3 for 70 cents

VICTORIA—A lovely, creamy white bloom of splendid quality. Petals are wide and firm forming a most delightful flower. Med. hgt.

35 cents each; 3 for \$1.00

Northland Daisies

The plants in this section are low growing, freely branching and super-hardy. They thrive equally well in the open or indoors. The flowers are single, daisy like and frost resistant. The waxlike petals are gems of perfection. The deep green foliage bears the lacquered touch of an unseen Hand.

PRICE OF ROOTED CUTTINGS (Unless Quoted Otherwise)

Each\$.25
3 for One Name..... .70
1 each of the first six varieties..... 1.35

ASTRID—The dean of "Northland Daisies," this semi-dwarf bears a wealth of large, shell-pink flowers. A perceptible old rose overcast lends warmth to the beauty of each delicately turned bloom. Hgt. 18 inches. Mat. Oct. 5.

FROSTY MORN—The blooms are very large measuring 3 inches in diameter with exceptionally wide petals. In the bud it is a blush pink but opens to a clear white. 2 ft. high. Mat. Oct. 5.

GOOD MORNING—A rich creamy yellow replica of Astrid with all the desirable growing habits of the latter. Hgt. 18 inches. Mat. Oct. 5.

IGLOO—A large pure white flower of fine texture and flawless form. Hgt. 18 inches. Mat. Oct. 5.

KRISTINA—The bright crimson color of the opening flowers gradually settles to varying shades of rose pink. A heavy producer of 3-inch blossoms on 2-foot stems. Mat. early Oct.

LOKI—A short, compact plant heavily laden with crimson-purple flowers of medium size. A splendid variety that will radiate colorful life in the depths of your garden or the seclusion of your home. Hgt. 16 inches. Mat. mid-Oct.

MME. GADSKI—A lovely soft salmon pink with a double row of petals. This variety is similar in character to Astrid. The flowers have very broad petals. Very prolific. Mat. Oct. 1 on.

OCTOBER—Rich golden yellow with very wide petals. Handsome dark leathery foliage. Mat. Oct. 1.

50 cents each

Button Type Pompons

PRICE OF ROOTED CUTTINGS

(Unless Quoted Otherwise)

Each	\$.25
3 of One Name.....	.70
6 of One Name.....	1.25
12 of One Name.....	2.25

ANNETTE—A charming smoky pink. The little button has neatly arranged petals which form a perfect ball. There is lovely light mauve sheen over the flower which adds greatly to its beauty. Tall. Mat. Nov. 1.

ANN FULTON—A clear pink with a deep rose center. Will produce a mass of blooms about Oct. 25. Med. hgt.

BABY—Hundreds of diminutive, brilliant yellow flowers $\frac{1}{2}$ inch in diameter envelope this plant in a picturesque display of mass formation. Hgt. 30 inches. Mat. Nov. 15.

BOBETTE—Lavender with darker center. Good bloomer. Med. hgt. Mat. Dec. 5.

BRIGHT EYES—This lovely blush-pink bloom with its deep carmine eye is a sight to behold. A most charming thing. Med. hgt. Mat. late Oct.

CLARA JAMESON—Small bronze of good substance and brilliant color. Med. hgt. Mat. Nov. 1.

CLARE—White. Compact baby button. Very prolific. Mat. Nov. 15.

IRENE—A frost repellent pure white flower of solid substance. Short. Mat. Oct. 15.

YELLOW IRENE—A large compact lemon sport of Irene. Short. Mat. Oct. 15.

JUDITH ANDERSON—A golden yellow of solid substance and a hardy habit of growth. Stocky plant. Mat. Oct. 15.



LOIS—A dark golden button shading to orange. It is very similar to Nuggets in formation and growing habits. It meets with our hearty recommendation. Med. hgt. Mat. Nov. 5.

NUGGETS—One of the best early yellows, rich golden in color. Has an excellent foliage and stiff stem. Will not droop when laden with moisture. Med. hgt. Mat. Oct. 25.

PATSY DOWD—Brilliant red bloom of good texture and formation. Short. Mat. Oct. 25.

PINOCCHIO—A small, glistening white button that spells perfection in all details. The flowers are firm and very full. The petals are cupped and closely spaced. The plant is tall and freely producing. Mat. Oct. 25.

SNOWFLOWER—Large pink and white of good texture and form. Med. hgt. Mat. Nov. 15.

Hardy Varieties—Cont.

PHILADELPHIA—A subdued orchid-lavender pom of refined daintiness. A wealth of supporting stems carry large clusters of fully double flowers $2\frac{1}{2}$ inches in dia. Shining, vivid green foliage offers a pleasing color contrast. Hgt. 30 inches. Mat. Oct. 15. (See color illus. page.....).
30 cents each; 3 for 85 cents

RUBY—Neither name nor reams of verbiage can do full justice to the great depth of color and liveliness of this gorgeous, well turned crimson bloom, rated the best of all hardy mums. A plant $2\frac{1}{2}$ feet in height, will support the limit of large, evenly balanced sprays. Mat. early Oct.
25 cents each; 3 for 70 cents

SAWYER'S GIANT—A large decorative pompon similar to Lavender Lady. A deep shade of lavender shading into almost blue. Very hardy and resists the elements. Med. hgt. Mat. Oct. 1.
35 cents each; 3 for \$1.00

SEQUOIA—A rich amber double of captivating enchantment. Large clusters of perfectly formed three-inch flowers emanate a luminous glow that never fails to register appeal. Hgt. 30 inches. Mat. Oct. 10. (See color illus. front page).
25 cents each; 3 for 70 cents

SEPTEMBER CHEER—The brilliant cherry red of this bloom is a most dignified rich color of lasting quality. Unusual in its perfect form. Short. Mat. Sept. 25. 50 cents each; 3 for \$1.35

SEPTEMBER CLOUD—Beautifully formed well rounded blooms of purest white. The center shades to a soft primrose. Wonderfully rounded compact plant covered with flowers from Sept. 15 on.
35 cents each; 3 for \$1.00

SYMPHONY—A Korean Hybrid that in truth is a symphony in color. A blend of mauve, coppery pink and soft lavender. Strong vigorous growth. Flowers very large, fully double. Excellent stems and foliage. Med. hgt. Mat. Oct. 10.
25 cents each; 3 for 70 cents

TIFFANY ROSE—A deep rose double with a faint cream undertone. A fusion of these colors at the base of each petal creates an inner halo of a golden hue, a colorful eccentricity which intensifies the beauty of this gorgeous three-inch flower. A bushy, free-flowering plant 20 inches in hgt. Mat. late Sept.
25 cents each; 3 for 70 cents

YELLOW AVALANCHE—One of the finest weather-resistant rich golden yellows. Clean, branching sprays carry a load of well-formed blooms. Med. hgt. Mat. late Sept.
35 cents each; 3 for \$1.00

"Spoon Chrysanthemums"

PRICE OF ROOTED CUTTINGS (Unless Quoted Otherwise)

Each	\$.35
3 of One Name	1.00
1 each of any Four Varieties	1.25
1 each of any Seven Varieties	2.00
1 each of any Twelve Varieties	3.50

BRONZE SPOON—Amber bronze with open red tips. Med. hgt. Mat. early Oct.

CANARY BIRD—Long Narrow quills open into spoon tips of a reddish bronze tinge. The overall effect is that of burnt gold. Tall. Mat. Oct. 15.
35 cents each; 3 for \$1.00

DIERDRE—This crushed-raspberry pink bloom with silvery tips and deep yellow center is a novel spoon variety. The plants are tall with great masses of flowers. Mat. Oct. 15.
35 cents each; 3 for \$1.00

JOAN BERGER—Soft lovely pink, well formed flowers on good stems with excellent foliage. Med. hgt. Mat. Nov. 5.

LUANA PATTEN—One of the handsomest of the recent Spoon introductions. Flowers are produced on graceful sprays with short, brilliant red quills, opening to a very broad old gold spoon on the tip. The individual flowers are about three inches across and the reverse side of the petal is of exceptionally brilliant color. Med. hgt. Mat. Nov. 10.

ORANGE SPOON—(S.S.) Deep yellow orange in color. The tubular petals open into wide spoons. Med. hgt. Mat. Nov. 10.

ORCHID SPOON—Airy sprays of orchid-lilac. Splendid cut flower. Med. hgt. Mat. Oct. 1.

PINK SPOON—A rose pink spoon with a deep yellow center. A strong two foot plant. Mat. early Oct.



PAULINE—A soft yellow throughout. Lovely delicate sprays good for cutting. Med. hgt. Mat. Nov. 5.

RED SPOON—Large, soft shade of bronze with long open spoon tips which show deep red within. Med. hgt. Mat. Oct. 1.

SCINTILLATION—An exquisite shade of deep orchid pink. Very full large wide spoons of same color. When disbudded will attain size of 5 to 6 inches in diameter. Med. hgt. Mat. Oct. 20.

WHITE SPOON—Pure white, with an abundance of flowers 3 inches in diameter carried on good well shaped sprays. Med. hgt. Mat. Oct. 1.

YELLOW SPOON—Vividly alive, clear, brilliant yellow. Fine plant. Med. hgt. Mat. Oct. 1.

Hardy Cushion and Dwarf Mums

We suggest these for borders, rock gardens, pot plants, or wherever low, bush, mass color effect is desired.

Each	\$.25
3 of One Name70
1 each of any Six Varieties	1.35

AMELIA—This little gem of bright pink, with lovely foliage, is considered the "Mother" of all cushion chrysanthemums. It is indeed a charming thing.

BRONZE MOUND—New and very choice, beautiful bronze of varying shades. Compact, good bloom by early Sept.

CORAL SEA—A highly productive semi-dwarf that will take the wintery temperatures in full stride. The wax-like petals are salmon-buff suffused with coppery rose. Flowers are two inches in diameter, full and firm. 20 inches. Mat. Oct. 5.

CRIMSON CUSHION—A beautiful wine red, true cushion type. Blooms from mid-September onward. Small. Mat. Sept. 15.

DEAN KAY—Very hardy deep pink of unusual beauty. Grows about 15 inches tall.

GOLDEN CARPET—(B.N. 1949). Exactly as named. Veritable 2-foot rug of golden yellow pompons almost clinging to the ground. A marvelous mound.

GOLDEN CUSHION—Rich golden yellow. A well formed plant of the Amelia strain.

MAJOR CUSHION—An exquisite pinkish mauve. As the flower matures it takes on a silvery sheen and there is a deeper shading near the center. This plant will bloom during June and July. Cut it back and it will bloom again in the later fall months.

QUEEN CUSHION—White, occasionally developing a lavender blush. A good offspring of the Amelia strain.

ROSE MOUND—A fine plant with a mass of lovely deep lavender rose button pompons.

SALMON CUSHION—A pleasing mixture of salmon pink and coral shades. Mat. Sept. 15.

SANTA CLAUS—Exceptionally hardy crimson. 18 inches. Mat. Oct. 5.

Hardy Varieties



BOKHARA—(B.N.). Has the exquisite loveliness of the famed Bokhara rugs in colors of rose madder, carmine and rich crimson. The double flowers are beautifully formed. The plant is hardy and disease resistant. Med. hgt. Mat. Oct. 10. **50 cents each; 3 for \$1.35**

ALEX CUMMINGS—(B.N.). A lusty plant bearing 4-inch blooms. Vivid cerise softly shading to rose with gold tints in the center. Incurved center and reflex outer petals. Med. hgt. Mat. Oct. 3. **50 cents each; 3 for \$1.35**

ALLEGRO—A suffusion of coppery salmon lends added warmth to the glowing shrimp-pink ground of this magnificent, fully double flower. A profusion of evenly balanced sprays on tall stiff stems. Hgt. 3 ft. Mat. Oct. 15. **30 cents each; 3 for 85 cents**

AUTUMN ROSE—This seems to be a blending of coral, rose, Jasper-red with soft buff undertones, yet sparkles with shades of shrimp pink. Flowers are of medium size and fully double. Short. Mat. early Sept. **75 cents each; 3 for \$2.00**



CHIPPEWA—The flowers are large, full and slightly incurved. A bright aster-purple with a silver mauve reverse, a novelty in color design foreign to this type of chrysanthemum. Hgt. 30 inches. Mat. Oct. 5. **30 cents each; 3 for 85 cents**



FORTUNE—The gleaming white outer petals of this lovely bloom radiate from a deep cream center. The blossoms are massive, rich looking and make excellent cut flowers for decoration. 2½ ft. tall. Early Oct. **50 cents each; 3 for \$1.35**

BEACON—This rich coppery bronze pompon of recent origin is equal to the finest of its type. It actually glows in its beauty. Tall. Mat. Sept. 25. **35 cents each; 3 for \$1.00**

BETTY—The color of this slightly blossom is a seductive shade of salmon-pink. Tall straight stems generously sprayed with full, double 2½-inch flowers. Excellent for cutting. Mat. Oct. 10. **35 cents each; 3 for \$1.00**

BUTTERBALL—Semi-decorative butter-yellow flowers of good size on a low, compact, cushion type plant. A 15-inch bush with a greater spread. Blooms mid-Aug. **25 cents each; 3 for 70 cents**

CARNIVAL—(B.N.). A sparkling flower of gorgeous autumn colors, blending burnt-orange, red, old gold and amber shades. The double blossoms, 3½ inches across, are carried on long, nicely branched sprays. Med. hgt. Mat. Oct. 10. **35 cents each; 3 for \$1.00**

CHAS. NYE—A very stiff, upright plant that bears a profusion of bright yellow, true pompons in tight clusters on sturdy stems. Med. hgt. Blooms late Sept. **25 cents each; 3 for 70 cents**

COURAGEOUS—(Dr. Kraus). Probably "the" red of the day. Very full 2½-inch blooms on strong, 2-ft. plants. A real "Mum Show" in itself. Mat. Oct. 1. **35 cents each; 3 for \$1.00**

EARLY WONDER—(IMP). A formal, clear soft pink pompon 1½ inches across. The petals are hard, cupped and exquisitely dainty. Attractive deep green foliage. A good keeping, freely producing variety. 3 feet high. Mat. Sept. 25. **35 cents each; 3 for \$1.00**

ETHEL—A rich red button pom of shapely proportions. Great productivity enhances the value of this flashy little gem for cutting, bedding or potting. Hgt. 20 inches. Mat. Oct. 15. **25 cents each; 3 for 70 cents**

FASCINATION — (B. N.).

This large, shapely decorative bloom many times attains a diameter of four inches. In color it is a charming shade of lavender pink, darkening somewhat at the center. One of our best varieties. Med. hgt. Mat. Oct. 5.

35 cents each; 3 for \$1.00

FLAXEN BEAUTY — (B. N.).

Like a huge 4-inch Cactus dalia is this charming blend of soft coral, gold and bronze. Perhaps loveliest in its final stages. Ideal for bedding. Magnificent for short bouquets. Mat. Oct. 1. **50 cents each; 3 for \$1.35**

MORE HARDY MUMS ON PAGE 22

GOLDEN HOURS—(Dr. Kraus). Finely formed, slightly incurved petals give a fluffy but firm texture. 2½ inches in diameter. Good foliage and free flowering. Med. hgt. Mat. Sept. 5.

35 cents each; 3 for \$1.00

HUNTSMAN — (B. N.). Vivid bright scarlet orange overlaid with bronze tints. Excellent for cut flowers. Strong-stemmed and long blooming. Med. hgt. Mat. Oct. 5.

50 cents each; 3 for \$1.35

JEWELRY—An orchid pink button pom of exquisite daintiness. Tall, erect stems bear a profusion of branchy sprays. Excellent keeping qualities. Hgt. 3 ft. Mat. Oct. 20.

35 cents each; 3 for \$1.00



JUBILEE—(B.N.). Here is a grand fall color for your garden, a lively deep red being almost crimson. A long blooming period follows the Oct. 1 debut of this floral beauty.

35 cents each; 3 for \$1.00

LEE POWELL—(Dr. Kraus). Bold, large blooms of Chinese yellow blending to old gold. Very prolific. Med. hgt. Mat. Sept. 25.

50 cents each; 3 for \$1.35



LAVENDER LADY—A true lavender flower devoid of all trace of mauve, purple or magenta. It is an unusually clean cut and attractive specimen attaining an incomparable lavender hue. Is unusually hardy and is in full bloom by Oct. 5. Med. hgt.

25 cents each; 3 for 70 cents



PINK RADIANCE—This vigorous plant is so completely covered with freely branching sprays of three-inch soft pink double flowers carried on clean, wiry stems, that the old stock phrase "freedom of bloom" seems tame and woefully inadequate as a descriptive agent. Hgt. 30 inches. Mat. Sept. 25.

50 cents each; 3 for \$1.35

Large Pompons Suitable for Disbudding



AN ASSORTMENT OF DISBUDDED POMPONS

PRICE OF ROOTED CUTTINGS (Unless Quoted Otherwise)

Each	\$.25
3 of One Name70
12 of One Name	2.25

BRONZE

BRONZE DOTY—Light bronze. Good sprays, strong stems. Tall. Mat. Nov. 5.

BRONZE THYRA—Lovely sport from "Thyra." Close, compact, cupped petals like a pompon dahlia. Med. hgt. Mat. Nov. 1.

CELEBRITY—An excellent example of a decorative pompon. Color is a definite shade of apricot-bronze. Med. hgt. Mat. Oct. 25.

FIREBIRD—A perfectly formed bronze pompon slightly diffused with red. Fine for cutting good stems and foliage. Med. hgt. Mat. Oct. 25.

PINK

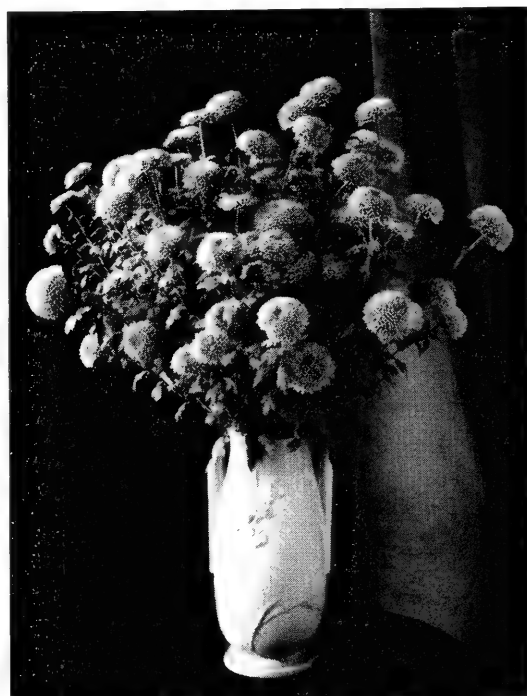
ELORA—Large, fully double solid flowers 2½ inches in diameter. A fine delicate shade of shell pink shading to orchid. Has fine waxy petalage and glossy foliage. Med. hgt. Mat. Oct. 5.

FAIR MAID—That rare, beautiful shade of clear daybreak pink so easy to look upon. 2½-inch blooms produced on fine sprays. Mat. Oct. 25.

LILLIAN DOTY—Beautiful shell pink. Flowers 3 to 3½ inches. Fully incurved. Tall. Mat. Oct. 15.

PINK DREAM—An excellent light orchid pink of the decorative type. Very large when disbudded. Mat. Oct. 25. **35 cents each; 3 for \$1.00**

PINK SILVER BALL—A sport from "Silver Ball" retaining the admirable characteristics of the mother plant. Blooms 3 inches in diameter. Med. hgt. Mat. Sept. 25.



THYRA—Deep lavender. Close, compact, cupped petals with the appearance of a pompon dahlia. A distinctive novelty. Med. hgt. Mat. Nov. 1.

QUEEN OF PINKS—Deep orchid pink of excellent quality. Makes a very fine pot plant or bush in garden as you can have ten to twelve blooms on each plant. When disbudded will attain from 3½ to 4 inches. Short. Mat. Oct. 15.

WHITE

ARCADIA—Pure white, well rounded blooms. Extremely productive. Mat. Oct. 25.

DIANA—A snowy white bloom of exquisite lacy daintiness. This flower is one of the very best of its type and every 'Mum grower deems it a "must" in the garden. Med. hgt. Mat. Nov. 5.

PRISCILLA—Compact rigid sprays carry a maximum of clear white ball shaped flowers. Deep green foliage. Med. hgt. Mat. Nov. 25.

SILVER BALL—Pure white. Flowers 3 inches in diameter. Hgt. 4 ft. Mat. Sept. 25. (See color illus. page 29.)

WHITE DOTY—Very large, clear white. Tall. Mat. Oct. 25.

WHITE PEARL—Pure white variety of good petalage and foliage. Med. hgt. Mat. Oct. 25.

RED

BLUEBLOOD—Deep amaranth red. Unusual in its color. Strong stiff stem and good foliage. Short. Mat. Oct. 10.

RED DOTY—Very large red similar to White Doty except in color. Tall. Mat. Oct. 25.

RED RUST—This brilliant red and gold large pompon has unusual color combination. Without doubt one of the finest early blooming. Excellent stem and foliage. Tall. Mat. Oct. 20.

TANGO—A large Chinese red. Good stem and foliage. Med. hgt. Mat. Oct. 15.

**Large Pompons Suitable for Disbudding
(Continued)**

YELLOW

GOLDEN FAIRY—An excellent yellow, equally good when disbudded or grown in sprays. Med. hgt. Mat. Oct. 15 **25 cents each; 3 for 70 cents**

GOLDEN HERALD—Rich golden yellow decorative pompon, large flowers, good stem and

attractive foliage. Free-flowering. Med. hgt. Mat. Oct. 25. **25 cents each; 3 for 70 cents**

YELLOW ARCADIA—Same as Arcadia in all respects save color, which is a golden yellow. Med. hgt. Mat. Oct. 25. **25 cents each; 3 for 70 cents**

YELLOW DOTY—This is a far superior bloom to the old yellow Doty. Has good foliage and a stiff stem. Tall. Mat. Nov. 15. **25 cents each; 3 for 70 cents**

Single Varieties—Daisy Type



PINK SKIFF—A fine, proven pink seedling having the more desirable characteristics of the parent, Ida Skiff. Med. hgt. Mat. Nov. 1. **25 cents each; 3 for 70 cents**

CALIFORNIA RED DAISY—An intermediate brilliant red with good stem and foliage. Med. hgt. Mat. Oct. 5. **25 cents each; 3 for 70 cents**

CALIFORNIA YELLOW DAISY—Good clear yellow intermediate type. Med. hgt. Mat. Oct. 5. **25 cents each; 3 for 70 cents**

PURPLE CLOUD—(Our 1951 introduction). A soft "Mellow Purple" in color with narrow petals radiating from a tiny yellow center. This is the loveliest purple single we have ever grown. Tall. Mat. Oct. 10. **35 cents each; 3 for \$1.00**

WHITE MENSA—Large white with yellow button in the center. Resembles Shasta Daisy. Med. hgt. Mat. Nov. 10. **25 cents each; 3 for 70 cents**

SUNSHINE—(Our 1951 introduction). Brilliant golden yellow with from 4 to 6 rows of broad petals radiating from a small yellow button center. Tall. Mat. Oct. 15. **25 cents each; 3 for 70 cents**

Anemone Varieties

BRONZE FRIEDA—The same as Frieda in all respects except color. Tall. Mat. Oct. 15. **25 cents each; 3 for 70 cents**

BRONZE TUXEDO—An apricot bronze sport from Tuxedo. Has the same excellent qualities of the former, differing in color only. Tall. Mat. Nov. 1. **25 cents each; 3 for 70 cents**

DARK PINK ENCHANTRESS—This lovely rich pink bloom rewards one for disbudding. Med. hgt. Mat. Nov. 30. **25 cents each; 3 for 70 cents**

ELIZABETH—The sharply pointed ray petals of this lovely bloom are a soft delicate pink with a lilac sheen. The tubular disc florets which form the cushion are lemon yellow in color. The color combination is indeed very striking. This flower is perhaps the largest of its type. Med. hgt. Mat. Nov. 1. (See illus. below.) **35 cents each; 3 for \$1.00**

ESTRELITA—A buff bronze throughout, conspicuous for the great size of its regular flat disc of quilled florets as opposed to its shorter serrations of ray petals. A sturdy grower of medium hgt. Mat. Nov. 15. **25 cents each; 3 for 70 cents**

GARNET—Deep red intermediate anemone of good quality. Med. hgt. Mat. Nov. 5. **25 cents each; 3 for 70 cents**

FRIEDA—Ranging from a deep shell pink to a deep orchid pink in accord with a corresponding moderation of high temperatures. Has small yellow cushion. Produces wide spread sprays on stiff sturdy stems. Blooms six inches in dia. when disbudded. Tall. Mat. Oct. 15. **25 cents each; 3 for 70 cents**

SINCERITY—White with high, rounded white cushion. Med. hgt. Mat. Oct. 25. (See illus. right.) **25 cents each; 3 for 70 cents**

TUXEDO—An exceptionally large, light pink with wide sharply pointed ray petals radiating from a flat disc of quilled florets of slightly darker shade. We can unreservedly recommend this variety as one of the most outstanding specimens of the anemone type. Tall. Mat. Nov. 1. **25 cents each; 3 for 70 cents**

WHITE FRIEDA—The same as Frieda in all respects except color. Tall. Mat. Oct. 15. **25 cents each; 3 for 70 cents**

YELLOW SINCERITY—Sport from Sincerity. Same in all respects except color. **25 cents each; 3 for 70 cents**

Intermediate Type Pompons

PRICE OF ROOTED CUTTINGS (Unless Quoted Otherwise)

Each	\$.25
3 of One Name70
12 of One Name	2.25

- Pompon Collection -

10 pompons. All different. Your choice of our Super California-grown plants for only **\$2**

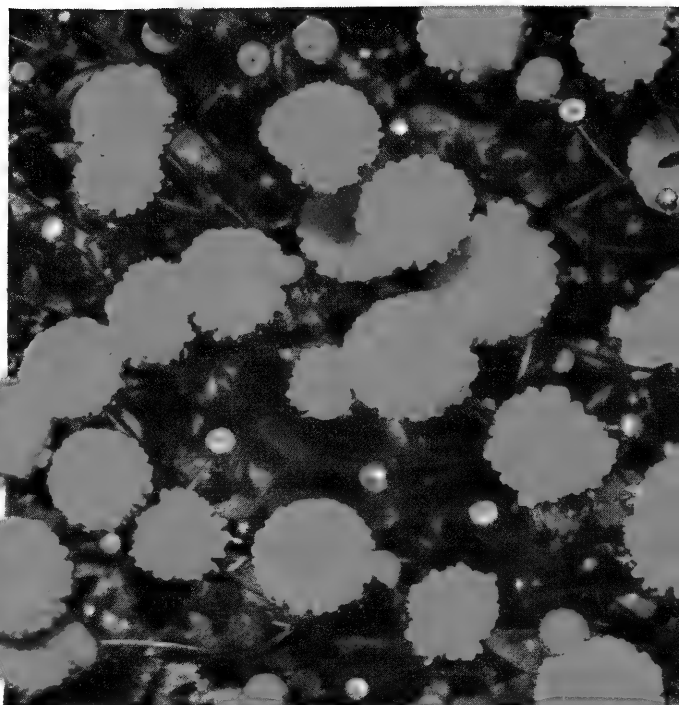
Catalog Price \$2.50

ALGIERS—A new bright apricot bronze pompon. Excellent compact sprays generously produce perfectly formed two inch flowers. Med. hgt. Mat. Oct. 25.

BARCAROLE—An easily grown golden yellow pom, extremely formal in appearance. High production rate and lack of sensitivity to cultural conditions are valuable assets. Tall. Mat. Nov. 5. (See color illus. page 29.)



CALIFORNIA FIREBIRD—Bronze with glints of gold. Exotic in formation and very graceful. Tall. Mat. Dec. 1.



BONTON—A small intermediate of the button formation. From a distance it appears to be a solid golden bronze in color, but upon closer inspection it shows a mass of tightly cupped petals, the exterior surface of which show a bright red. A most beautiful contrast. Tall. Mat. Oct. 15.

BRONZE DOT—A delightful sport from "Pink Dot" with most satisfactory growing habits. Med. hgt. Mat. Oct. 25.

CHRISTMAS CHEER—We recommend this variety to those desiring flowers for Xmas. The color is a rich deep yellow which does not lose brilliance under artificial light. Three-foot plants carry a profusion of two-inch flowers. Mat. Dec. 15 on.

CHRISTMAS RED—Deep red decorative. Med. hgt. Mat. Dec. 10.

DAINTY MAID—A compact, soft blush pink baby button of exquisite daintiness. The type of flower that mellows with age. Med. hgt. Mat. mid-Oct. on.

EARLI WHITE—A good pure white pompon of exquisite beauty. One of the best early whites. Tall. Mat. Oct. 1.

EDITH ROBERTS—Splendid firm large button type pompon. A very deep orchid pink, similar to Minuet which is shown in color on page 29. (Minuet we have dropped.) Med. hgt. Mat. Sept. 25.

GOLD COAST—Fine sprays of a brilliant yellow. Heavy bloomer. Med. hgt. Mat. Oct. 25.

JOAN WELLS—Good bronze. The center is a much darker shade, which adds greatly to the attractiveness of the bloom. Tall. Mat. Oct. 15.



MARY McARTHUR—A large compact button. At first glance it appears to be a solid deep raspberry rose, but with closer attention it shows a mass of tightly cupped petals washed with gold at the tips, a lovely contrast. Med. hgt. Mat. Sept. 25.

MISSION—A delicate pink with a dark maroon center. This is one of the most outstanding intermediate pink blooms. Med. hgt. Mat. Nov. 10.

PINK DOT—This lovely bloom of soft delicate pink with its darker center, is an old introduction, but still retains its popularity among mum lovers. Med. hgt. Mat. Oct. 25.

REVELATION—The blooming period and undispoiled whiteness of this flowery, decorative gem bring to mind with vivid clearness the Yuletide carol "White Christmas." Tall. Mat. mid-Dec. on.

SAMOVAR—Bronze red decorative. Strong stems and prolific bloomer. Tall. Mat. Nov. 10.

TRIUMPH—Deep wine red which borders upon the purple. An outstanding color and flower. Tall. Mat. Nov. 10.

YELLOW DOT—An unusually good yellow with dark center. Is a good bloomer and makes a good cut flower. Med. hgt. Mat. Oct. 20.

GRENADIER—Rich, mahogany red decorative pom of great merit. Tall. Mat. Oct. 15.

EVERYBODY'S FAVORITE

You'll love Pompons because they are so colorful and can be used in so many flower arrangements for indoor decoration. Plant at least six.

"Blanchards are Best"



Top—Edith Roberts
Center—Silver Ball
Lower Right—Barcarole



SEAFOAM—A medium sized, clear white pompon of virgin purity. The snowy clusters of full, well rounded flowers on tall, trim stems is accentuated by the vivid coloring of the underlying greenery. Med. hgt. Mat. Nov. 20.

General Cultural Suggestions

Following are a few vital facts pertinent to the subject of successful chrysanthemum culture:

SOIL CONDITIONING—The chrysanthemum is a gross feeder. It is, therefore, necessary that the soil in which it is to be planted contains a sufficient amount of plant food to supply, without the aid of too frequent applications of liquid or commercial fertilizer, the demands of a long growing season. If in doubt as to the fertility of your land, we suggest that you work in with it a thoroughly rotted manure, well in advance of planting date and in quantities commensurate with the soil in question. Loose, sandy soil, particularly when of a nature unquestionably deficient in organic matter, should receive a heavier application per unit of space than that required by the same unit of space in a heavier and more productive soil.

The nature and amount of plant food to be used during the growing season can best be judged by the character of your soil and the variety and condition of the plants to be treated. Avoid the hazards of over-fertilization. Discontinue feeding when buds begin to show color.

PLANTING—Early planting is an important factor in the timely formation of a robust root system, a prerequisite to the growth of strong, sturdy plants and quality flowers. When seasonal blooms are desired at an advanced date it is doubly important that planting be done early in order that plants may attain sufficient height to permit the taking of crown buds. (SEE BUD SELECTION.)

WATERING—Variation in the composition of soils and variation in climatic conditions, due to geographical differences, render the matter of watering a problem for local study and solution. However, here are a few salient points ever to be kept in mind if you are to avoid the consequences of a careless, haphazard plan of irrigation.

We cannot emphasize too strongly the necessity of keeping the roots of your plants moist at all times. To subject them to a drought, however slight, will cause a sudden check in growth, a setback that may later be responsible for a host of trouble—the appearance of rust, mildew, blighted or blackened foliage and the premature hardening of wood, premature setting of buds with a sequence of partially developed and misshaped flowers.

Avoid overwatering as it is apt to lead to equally disastrous results. Confine your irrigation activities to a time of day sufficiently early to allow superficial drying of foliage before nightfall.

STOPPING—When the young plant has become firmly established—normally within a period of two weeks from planting date—pinch out the top. This simple operation is known as “stopping” and will bring about the formation of three or more new shoots, the subsequent

handling of which must be governed by whatever plan you may have for their future disposition. In order to dwarf your plants, make them bush out, and to increase their yield of blooms it may be necessary to “stop” them a number of times, the proper number to be determined by the particular variety of plant in need of such attention and the specific result desired.

RESTRICTION OF LATERAL GROWTH—A plant, when allowed to retain no more than one, two or three stems, will develop much larger blooms than it will if permitted to grow without restriction. This is especially true of the large flowering types—exhibitions, commercials, spidery sorts and some of the larger anemones.

When the plant's energy, governed as it is by the amount of needed elements it assimilates from the soil, is used in feeding a profusion of growth, we cannot well hope to obtain maximum results as regards size, color or shape of bloom.

Excellent results may be had by raising four, six or eight disbudded blooms on plants of the larger pompon, anemone and single types suitable for the purpose, the number to be chosen varying with the type and variety of plant.

BUD SELECTION—Early in August many varieties produce a cluster of buds, the central and larger of which is termed the early or crown and the encircling buds vegetative. For exhibition types and many of the large commercials, it is desirable to “take” the crown bud.

While the term “take the bud” may be enshrouded in ambiguity, it simply involves the mechanics of removing the buds not to be used and reserving the one chosen as the best for development. Therefore, if you wish to “take” the crown bud, you remove the encircling buds and reserve the one in the center.

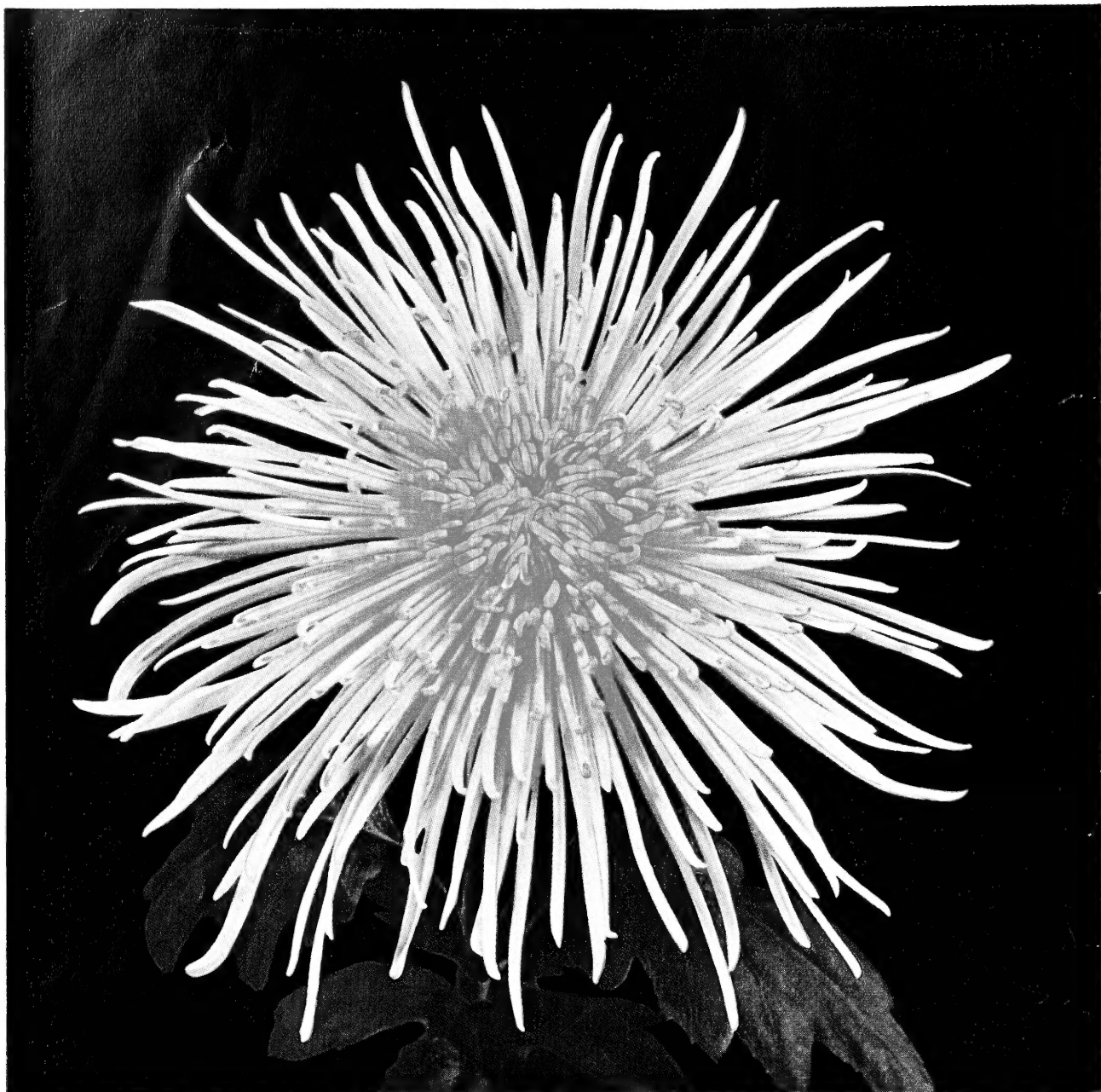
If it is desirable to use what is commonly known as the terminal bud, the foregoing operation is reversed. The central or crown bud and all but one of the encircling or vegetative buds are removed. From the remaining bud will spring a vegetative growth that will in time produce another cluster of buds, the central one of which should be “taken” or reserved and all others removed.

All crown buds, excepting those from plants of an extremely early blooming habit,* appearing in the months of May, June and July, should be removed along with all excess lateral growth. It is also necessary to keep all axillary and basal growth broken out. The plant should be given a thorough going over at frequent intervals in order to keep it free from all superfluous growth, thus insuring a minimum waste of plant energy.

SPRAYING—The chrysanthemum is not immune to damage frequently caused by the uncontrolled activities of a variety of common insect pests; neither is it secure against the inroads of malignant fungi that may find in it a beneficent host unless preventive measures are taken. It is therefore wise and prudent to start spraying early.

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Alabaster	20	Crimson Buttercup	20	Kay Tashima	6	Revelation	29
Albatross	14	Crimson Cushion	23	Kegon No Taki	18	Rose Anna	14
Albert Witt	3			Kristina	21	Rose Mound	23
Alex Cummings	24	Dainty Maid	28	Lady Bird	6	Royal Apricot	9
Alex Mason	20	Dainty Rose	15	Lavender Lady	25	Ruby	22
Algiers	28	Dainty White	5	Le Poctole	21		
Alice Tashima	3	Dame Enid Lyons	12	Lee Powell	25	Salmon Cushion	23
Allegro	24	Dark Pink Enchantress	27	Lillian Doty	26	Samovar	29
Amaranth Rose	3	Day Dream	13	Lillian Foltz	12	Santa Claus	23
Ambassador	10	Dean Kay	23	Lois	22	Sarah Morasch	9
Amelia	23	Dec. Queen	15	Loki	21	Sawyer's Giant	22
Anna	15	Diana	26	Lorraine	7	Scintillation	23
Anne	3	Dierdre	23	Louisa Pockett	11	Seafoam	29
Annette	22	Dr. Adah R. Taylor	18	Luana Patten	23	Sept. Cheer	22
Ann Fulton	22			Lyric	20	Sept. Cloud	22
Antoinette Bush	3	Earli White	28			Sequoia	22
Apricot May Wallace	13	Early Wonder Imp.	24	Madeline	20	Silver Ball	26
Apricot Queen	15	Edith Roberts	28	Major Cushion	23	Silver Queen	21
Arcadia	23	Elegance White	11	Major Edw. Bowes	14	Silver Sheen	14
Ariel	10	Elora	26	Mamoru	7	Sincerity	27
Astrid	21	Emerald Isle	5	Maria	9	Snowball	21
Autumn Queen	3	Emperor	13	Marie Tashima	6	Snowflower	22
Autumn Rose	24	Empress	16	Mary McArthur	29	Snow White	14
		Enchantress	13	Mauve	6	Souvenir	32
Baby	22	Ensenada	20	Mavoureen	20	Stella	21
Balcombe Triumph	20	Estrelita	27	Melody	6	Sunbeam	21
Ballerina	18	Ethel	24	Miss Flora Bowers	14	Sunburst	12
Barbara Phillips	10	Evening Glow	16	Miss Gena Harwood	9	Sunglow	15
Barcarole	28	Exquisite	20	Miss Helen Frick	14	Sunnyslope Bronze	13
Beacon	24			Mission	29	Sunshine	27
Ben Leighton	10	Fair Maid	26	Mitsuko	7	Sunspot	18
Bertha Oliver	4	Fantasia	18	Mme. Butterfly	20	Susan Leighton	8
Bess Witt	3	Fascination	25	Mme. Gadski	27	Sweetheart	21
Betsy Ross	14	Firebird	26	Morgan's White	7	Symphony	22
Betty	24	Firefall	15	Mrs. Edith Taylor	16		
Bettina	15	Flaxen Beauty	25	Mrs. Harvey S. Firestone	11	Tango	26
Black Hawk	14	Fortune	15	Mrs. H. E. Kidder	15	Thos. W. Pockett, Imp.	12
Blazing Gold	15	Forward	20	Mrs. Helen K. Johnson	15	Thyra	26
Blueblood	26	Frances Knirsch	6	Mrs. Henry Robinson	14	Tiffany Rose	22
Bobette	22	Frances Whittlesay	14	Mrs. J. Findley	20	Triumph	29
Bokhara	24	Friendly Rival	15	Mrs. J. H. Milner	20	Turner Bronze	12
Bonton	28	Frosty Morn	21	Mrs. Pattie	20	Turner Pink	12
Breaking Dawn	15			Mrs. Poitras	16	Turner Yellow	12
Bridal Veil	15	Gaisford	13	Musketeer	17		
Bright Eyes	22	Garnet	27	Muto's Crimson	11	Vienna	16
Bronze Dot	28	Garnet King	14			Victoria	21
Bronze Doty	26	Georgina Hedinger	8	Niagara Falls	15	Victory	12
Bronze Frick	13	Glitters	13	Nightingale	7	Viking	16
Bronze Frieda	27	Glorious	17	Nuggets	22		
Bronze Mound	23	Gold Coast	28	October	21	Waikiki	9
Bronze Spoon	23	Gold Dust	15	October Red	14	Watanabe	12
Bronze Thyra	26	Golden Bronze	13	Old Rose	16	White Chief	14
Bronze Tuxedo	27	Golden Carpet	23	Orange Bowl	11	White Doty	26
Bunbu	4	Golden Cushion	23	Orange Spoon	23	White Frieda	27
Burnt Gold	17	Golden Fairy	27	Orchid Spoon	23	White Helen Frick	14
Butterball	15	Golden Herald	27	Oriole	15	White Mensa	27
Butterball Hardy	24	Golden Hours	25			White Pearl	26
Buttercup	20	Golden Wonder	6	Patricia Grace	8	White Spoon	23
Butterfly	4	Gold Standard	20	Patsy Dowd	22	White Supreme	9
Butterscotch	20	Good Gracious	11	Pauline	23	Wm. Alexander	19
		Good Luck	17	Paul Miller	7	Wm. Turner	12
California Firebird	28	Good Morning	21	Peace	8		
California Red Daisy	27	Grand Duchess	13	Peggy	16	Yamabuki	15
California Yellow Daisy	27	Greer Garson	13	Peggy Ann Hoover	8	Yellow Ambassador	12
Canary Bird	23	Grenadier	29	Perfection	20	Yellow Arcadia	27
Carnival	24	Gypsy Girl	16	Philadelphia	22	Yellow Avalanche	22
Cathay	4			Pink Chief	14	Yellow Bergen	15
Celebrity	26	Halloween	15	Pink Dot	29	Yellow Chief	15
Celestial Beauty	4	Halo	20	Pink Dream	26	Yellow Dot	29
Celestra	15	Harvard	14	Pink Exquisite	18	Yellow Doty	27
Centennial	5	Hilda Bergen	13	Pink Radiance	25	Yellow Irene	22
Chas. Nye	24	Hollywood	17	Pink Silver Ball	26	Yellow Pockett	12
Cherie	15	Huntsman	25	Pink Skiff	27	Yellow Sincerity	27
Chippewa	24			Pink Spoon	23	Yellow Spoon	23
Christina	14	Igloo	21	Pinocchio	22	Yellow Taggarts	19
Christmas Cheer	28	Irene	22	Priscilla	23	Yomei	19
Christmas Red	28	Ito Pink	8	Punch Bowl	8		
Chungking	5	Jane Harte	15	Pure Gold	9		
Clara Jameson	22	Jewelry	25	Purple Cloud	27		
Clara Trueman	10	Joan Berger	23				
Clare	22	Joan Wells	28	Quaker Maid	14		
Columbia	10	Joyful	13	Queen Cushion	23		
Copper Rocket	5	J. R. Booth	11	Queen of Pinks	26		
Coral Sea	23	Jubilee	25	Red Doty	26		
Coronation Pink	10	Judith Anderson	22	Red Rust	26		
Country Gentleman	11	J. W. Prince	13	Red Spoon	23		
Country Maiden	11						
Courageous	24	Katherine Louise	6				
Cream Duchess	20	Kathleen Storer	11				



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